

Chemist & Druggist

Benn »»

JULY 10 1976 THE NEWSWEEKLY FOR PHARMACY

WELEDA...naturally!



WELEDA... natural beauty

Major campaign on commercial radio: CAPITAL · LBC · THAMES VALLEY · VICTORY
PLYMOUTH · SWANSEA · BRMB · TRENT · HALLAM · PICCADILLY · RADIO CITY · TEES
METROPOLITAN · FORTH · CLYDE · DOWNTOWN · PENNINE · ORWELL

Supplies from your local wholesaler now

Sole distributors: CAIRNGRANGE LTD, 10 Hans Crescent, SW1. Tel: 01-584 3456/3986.

**'Analgesics
proposals
threaten rpm'**

**A new patient
record system
in action**

**'Department
should halt
decline in
pharmacies'**

**A monthly
Price List**



Sunsilk shampoo picks a new winner.

Sunsilk Shampoo for normal hair is always your greatest seller. Now we're making a Sunflower Shampoo for normal hair that will sell even more than before.

We're telling your customers all about it in August and September. Spending over £150,000 in five

glorious weeks on the box.

We're also giving it a push in the press, offering a pure silk shawl to celebrate new Sunflower Shampoo.

We've got free leaflets and a beautifully designed dump bin for you to offer the shawl direct to your customers.

Sunsilk's new best seller: it makes the profits grow



Eliza Gibbs Ltd
The Brand Builders

Chemist & Druggist

The newsweekly for pharmacy

10 July 1976 Vol. 206 No. 5023

117th year of publication

Editor Arthur Wright, FPS, DBA

Advertisement Manager Peter Nicholls, JP

Publisher Arthur Wright, FPS, DBA

Contents

Comment <input type="checkbox"/> A threat to rpm <input type="checkbox"/> A List a month	39
Will analgesics curbs endanger rpm?	40
Unacceptable offer to contractors on containers	41
Consortium to press for more Price Code changes	41
Call to halt decline of pharmacies	42
Vacancies for graduates—Irish Council statement	42
The Xrayser Column: Pills	45
The Government's road policy, chemists and the industry	53
A "mark 2" patient record system	54
Evidence sought on work done outside contract	56
Guild Council concerned at non-replacement of APhO	56
Nationalisation a threat to research, say Beecham	59
Coming Events 60	On TV Next Week 49
Company News 59	People 45
Deaths 45	Prescription Specialities 46
Letters 55	Trade News 49
Market News 60	Westminster Report 60
New Products 46	Classified Advertisements 61

Published Saturdays by Benn Brothers Ltd
25 New Street Square, London EC4A 3JA (01 353 3212)

Editorial and Advertisement Offices
25 New Street Square, London EC4A 3JA (01 353 3212)
Telex 27844

Regional Advertisement Offices
Midlands 240-244 Stratford Road, Shirley, Solihull, West Midlands B90 3AE 021 744 4427
North East Permanent House, The Headrow, Leeds LS1 8DF 0532 452841
Scottish 74 Drymen Road, Bearsden, Glasgow 041 942 2315
North West 491 Chester Road, Old Trafford, Manchester M16 9HF 061 872 5151
West Country and South Wales 10 Badminton Road, Downend, Bristol BS16 6BQ 0272 564827

Subscription Department 125 High Street, Colliers Wood, London SW19 2JN. Telephone 01 542 8575

Subscription Home and Overseas £22 per annum
50p per copy (postage extra)



Benn Contents © Benn Brothers Ltd 1976. All rights reserved
No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of Benn Brothers Ltd.

Comment

A threat to rpm

Discount drug stores might ignore resale price maintenance on medicines and sell two or more small packs of an analgesic for the price of the large, if the pack-size restrictions on general sale of analgesics proposed by the Medicines Commission are implemented. That finding, by Mr J. Barrie Thompson (p40), may or may not be part of the current wave of propaganda—on both sides—trying to influence the Ministers' final decision on the proposals, but it is none the less disturbing.

According to Mr Thompson's research the pharmaceutical profession's own argument that there should be no inducement for the public to buy more medicine than required, is being thrown back in the profession's face—if it is right for pharmacies to offer larger packs at a cheaper rate than small, it must be right for other traders to do the same, is the line of the argument.

But that ignores the reason for the proposed restrictions—the Medicines Commission expects sales of larger packs to be supervised in a pharmacy. For that supervision to be circumvented by those interested only in putting more money in the till is to make a mockery of the spirit of the Medicines Act.

It would obviously not be practicable to prevent sale of more than one pack at a time, so action against "inducement" to buy might have to be left to manufacturers. We do not think that the profession would object to large packs being priced pro rata against the small, but there are certain to be consumer objections that the customer would fail to benefit from "scale" savings.

That leaves only rpm enforcement. We hope the industry will realise that such a continued course is in its own long term interest and that of the public.

Monthly Price List

Is your business being "priced" out of existence? It would not be surprising if it were because C&D's Price Service currently records around five to six thousand price and pack changes, product additions and deletions, and new distribution arrangements, between each bi-monthly edition of the main Price List. Such are the fruits of inflation—making it inevitable that by the end of any Price List period a product has a good chance of being included in the Cumulative Supplement.

C&D cannot slow down the rate of change, but we believe we can now reduce the work it causes pharmacy staff—by publishing the Price List ON A MONTHLY BASIS. This has been made possible by a change in printing method earlier in the year and now fully "run in". The advantages have already shown themselves in the elimination of the Addendum—and, most important, in a more "up to date" Price List at the time it reaches the user.

The first of the new series should be in the hands of UK subscribers by September 1. From then on it's a Price List a month! We are confident your business will benefit as a result.

Will analgesics curbs endanger rpm?

The case for resale price maintenance on medicines could be undermined by the Medicines Commission proposals for restrictions on over-the-counter analgesics, it is suggested in a research paper circulated by Mr J. Barrie Thompson, director of the Institute of Pharmacy Management International.

Mr Thompson first looked at the trends in sales by different outlets, then asked various parties what they would do if the recommendations were enacted. It is the reply of the "discount drug stores" which suggests that rpm may be under threat. Mr Thompson's summary says the reply "indicated an intention to sell two or more small packs for the same price as the equivalent larger size. For example 20 Anadin tablets retail at 22p and 100 retail at 60p. The discount drug store operators would sell five packs of 20 at 60p. Similarly with Disprin, 2 x 24 packs at 24½p each would cost the consumer 49p, but they would be offered at the price of the 48 pack, ie 37½p.

"When it was pointed out that this action constituted an infringement of resale price maintenance, we were quickly presented with the argument that the Pharmaceutical Society had always maintained that medicines were not normal articles of merchandise, and as such should not be subjected to standard commercial or economic practices. Yet the proposals as they stand would present a situation where members of the general public would be directed to their nearest pharmacy in order to obtain their analgesics at a lower unit price.

'Pharmacies offering price inducement'

"In other words, pharmacies themselves would be offering a price inducement to attract consumers, which is surely against the intentions of the Society and inconsistent with the submission to the Court on the subject of resale price maintenance on medicines, and therefore their action in selling two small packs for the equivalent price of the next larger size meets the criteria already acceptable by the Society for its members."

Mr Thompson points out that the discount drug stores have established a strong foothold in many High Streets on the foundation of a traditional pharmacy merchandise mix—and by virtue of their coined name, they tend to attach much importance to their medicinal sections in substantiation of the word "drug" in their assumed titles.

Contrary to the suggestion of the Proprietary Association of Great Britain, Mr Thompson found that independent grocers would react to implementation of the proposals by continuing to stock whatever packs were allowed, as a service to their customers. However, the super-

markets would withdraw analgesics from their inventories if profitability were reduced below an acceptable level.

The Company Chemists' Association—whose view was shared by Boots—accepted the principle of the recommendation in relation to pack size but foresaw anomalies and difficulties, particularly in relation to price differentials between the pack sizes, reserving at the same time the right to reconsider their opinion in the light of trading activities of competitors. They were unable to accept the proposals on self-selection particularly in the light of the additional measures in connection with safety packaging.

In his outlet survey, Mr Thompson found that in the ten years 1965-1975, the number selling analgesics increased from 68,100 to 82,000 (not including kiosks, vending machines, etc) and the sterling value of sales from £12.5m to £20.9m. Boots' share of the market increased by 26.8 per cent in this period, helping to give pharmaceutical outlets 6 per cent more share despite the declining number of pharmacies. But Mr Thompson points out that only 3 per cent of independent chemists' turnover is in analgesics—"consequently the effect of an increase in the sales of analgesics will contribute little in terms of gross profit per annum."

Taking the analgesics plus cold treat-

To mark the American bi-centennial celebration, the British Society for the History of Pharmacy presented to the American Institute of the History of Pharmacy a pestle and mortar cast at Whitechapel Bell Foundry. It was accepted by Professor Cowan, a member of the US Institute, when he delivered the Gideon de Laune lecture at the Apothecaries Hall, London, on July 2



ment market as a whole, Mr Thompson finds the following distribution pattern for pack sizes:

	Pack size below 25	Pack size above 25
Outlet		
Pharmaceutical	50.542m	41.090m
Non-pharmaceutical	36.694m	6.910m

"The figures would tend to suggest a movement of only 6.91 million packs or 5.1 per cent of the market from the non-pharmaceutical to the pharmaceutical outlets in the event of part III of the Medicines Act being implemented, which in sterling terms spread across the available registered premises is almost insignificant in term of gross profit per annum."

Mr Thompson concludes: "It would appear from both the statistical and verbal evidence that the pattern of distribution of analgesics as it exists to-day will not be significantly altered if the proposals are enacted. Of much greater consequence however, are the side effects the proposals could have in other areas and the questions that must be answered before a decision is reached are:

☐ Will the proposals have the effect of undermining the case for resale price maintenance on medicines?

☐ Could the proposals precipitate an uncontrollable price war on medicines in general?

☐ What action will the manufacturers take on the price structure of their analgesics or other medicinal preparations in order to maintain distribution?

[Mr William Shelton MP this week asked the Secretary for Social Services to state prices per tablet for Anadin, Disprin and Phensic at pack sizes nearest to 25 and 100. Having done so, Dr David Owen, Minister of State, pointed out that they were subject to rpm.]

Work prospects brighter

Nearly one in four pharmaceutical and cosmetics manufacturers plans to take on staff, reveals a survey for the next quarter to September 30 published on Monday by Manpower Ltd, the world-wide service group.

The survey results (23.7 per cent) show a sharp gain on last year's 17.1 per cent and the previous quarter's 17.5 per cent. Manpower add that staff cuts are now forecast by some 5.2 per cent of employers, against 6.3 per cent last year. "Britain overall could at last be recovering from its employment slump", commented Lance Secretan, managing director, Manpower; "For the second successive quarter, still more employers nationally say they will take on staff, and fewer expect staff cuts."

Retail sales in May

Retail sales by chemists and photographic goods dealers advanced by 17 per cent in May, compared to the same month last year, to a new index of 191. The Department of Industry's figures show that this contrasts to a 16 per cent rise for businesses generally, to a new index of 189. Independent chemists advanced 14 per cent to an index of 165, whereas independent retailers generally advanced 15 per cent to 173. Figures for multiple and co-operative society chemists are not given, and NHS receipts are not included.

'Unacceptable' reply on containers

A "totally unacceptable" reply has been received from the Department of Health to the Pharmaceutical Services Negotiating Committee's claim for an increase in the container allowance, it was reported to last month's PSNC meeting. Further representations are to be made as a matter of urgency. The Department expected to be in a position to reply to the claims for increases in the rota and "urgent" fees by mid-July.

The Committee considered the contract subcommittee's proposals for the new basis of payment within the NHS contract; the proposals will be sent to Local Pharmaceutical committees and the resulting proposals included in the agenda of the PCs Conference on Sunday, November 1. This conference will decide the final form in which the new contract should be submitted to the Department of Health.

It was agreed to ask the Department to provide a display card inviting patients to return all unused medicines to their local pharmacist for destruction.

Following representations from the Committee, the Department has accepted that there are cases where it is no longer practicable for a contractor to dispense extemporaneously preparations ordered on Form FP10 and that in such cases the pharmacist would need to buy them specially made. The Department has agreed that, where the pharmacist submits an invoice in support of his claim, reimbursement will be based on the invoice price and a class I professional fee (24½p) paid.

Evidence on role of pharmacist

It was agreed to set up a working party to consider what evidence should be submitted to the Royal Commission on the National Health Service in liaison with the Pharmaceutical Society and National Pharmaceutical Union. In the meantime, the Commission will be advised that the Committee expected to submit evidence on: the role of the pharmacist in primary health care and on the maintenance of comprehensive pharmaceutical coverage.

Preliminary discussion took place on the wording of a draft model licence for use by consortia of pharmacists in respect of accommodation allocated for pharmacy departments in health centres.

In reply to the Committee's representations to the Association of the British Pharmaceutical Industry about the continued inclusion of medical literature inside some packs of medicines unlikely to be opened by the pharmacist when dispensed, Mr A. G. Shaw, secretary, had said that fewer packaging inserts were being used following the introduction of the data sheets. Members of the Associa-

Mrs M. J. Rayner accepts a £100 voucher on behalf of her husband, who won the first prize in the recent national chemist-only competition organized by Sterling Health. The Rayners run their own pharmacy at Aberdare; Mr Andrew Bedell, area sales manager, and Roger Beazer, representative for Sterling Health, presented the prize



tion had also been asked to take particular care in connection with unit pack products of the type which might be given to the patient unopened. Mr Shaw asked for examples of any particular products where pharmacists had problems.

Scottish interim now 8p

In Scotland, agreement has been reached by the management and staff sides of Committee "B" of the Pharmaceutical Whitley Council on a further interim allowance of 1p per prescription (excluding the domiciliary oxygen therapy service) to be paid to chemists from May 1, 1976. This additional payment is agreed to be due to chemists in the light of rising costs and is in addition to the present interim allowance of 7p per prescription.

The Scottish Home and Health Department says that the outcome of the remuneration review, set up to ascertain current costs incurred by chemist contractors and to establish a basis for reimbursing chemists for dispensing NHS prescriptions is likely to be available later this year. The effect of the review will be applied retrospectively from April 1, 1974 and adjustments necessary will be made in the light of the payments made since then.

Agfa-Numark campaign on Harlech television

L. Rowland & Co Ltd, the North Wales Numark franchised wholesalers, are co-operating with Agfa-Gevaert Ltd in producing a short campaign on Harlech television, which starts on Monday.

Agfa-Gevaert suggested the promotion, and it has received the backing of Rowland's franchise committee. Running for two weeks, the proposed campaign will have 14 seven second spots, consisting of a slide showing the Numark logo and Agfa Valupak with a voice-over saying "Buy your Agfa Valupak films from your Numark shop—where you see this sign," or "Agfa Valupak films; get them at your nearest Numark shop—where you see this sign." The voice-over on four of the spots will be Welsh.

The campaign will be backed by merchandising material, including window and display bills. As Harlech covers both Wales and the West, Dorlings, the West of England Numark wholesalers, will also be sent merchandising material so that their members may benefit.

Retail Consortium to press for more Code changes

The Retail Consortium are to meet Mrs Shirley Williams, Secretary of State for Prices and Consumer Protection, next Tuesday to discuss proposed changes in the Price Code announced last week (p5). In particular the Consortium want to discuss gross margin controls—on which the Government rejected the Consortium's call for abolition or at least substantial reduction—and the revising of the threshold for small retailers.

In a statement issued last week, the Consortium's chairman, the Rt Hon Joseph Godber, MP, states they did not believe the Code now served any useful purpose for consumers, and they regretted the Government's decision to continue it for a further 12 months. On the details in the consultative document, he continues: The small adjustment to the gross margin proposed to be made in the so-called "safeguard clause" (paragraph 88 of the Code) gives some very limited help but unless the Secretary of State is prepared to raise the limit of 80 per cent of net margin under this clause to a more realistic figure, hopes of stimulating investment—and thereby safeguarding jobs—are seriously jeopardised. In our opinion the government has not allowed for increases in wages and other expenses which the Retail Consortium has stressed again and again were having a serious effect on retailing.

"Smaller retailers currently suffering from depressed market conditions as well as rapidly escalating costs will be especially disappointed with the very limited increase in the threshold for category III retailers from £250,000 to £375,000. This does not even compensate for the degree of inflation since 1973. A rise to £500,000 which we had confidently looked for would not only be an easement for many small retailers but would make for administrative sense in operating the Code. We shall certainly press the Secretary of State to think again."

Boots win DTA

Boots the Chemists Ltd have won the Distributive Training Award for the first time. The Award applies to all the company's retail pharmacies. The Distributive Industry Training Board have now announced over 500 Awards since the scheme was launched three years ago.

Call to halt decline of pharmacies

Pharmacies should be considered part of the health service and the Department of Health should take the necessary steps to halt their decline within that context.

That is one of the conclusions in a paper from the Association of Metropolitan Authorities, on the preservation of essential shopping facilities, in a report "Local shops: problems and prospects" published recently by the Unit for Retail Planning Information Ltd, 229 King's Road, Reading (£7; £4 to sponsors).

Pharmacists, says the report, face many of the same difficulties as other small shopkeepers, such as the changing pattern of shopping, redevelopment, increased overheads, and unwillingness to use small shops. However, there are additional factors to take into account, of which the study lists the movement of doctors into health centres and group practices, competition from multiples, insufficient subsidies for small pharmacies and the difficulty experienced by older pharmacists selling their businesses.

But the AMA regards shopping as a service which should therefore be accepted as a local authority responsibility. It argues that the preservation of those shopping facilities regarded as essential to the public interest is a matter for all departments of the local authority concerned—even though the positive use of planning powers may be the most easily used mechanism in practice.

'Corner chemists'

The traditional "corner chemist" is used as an example of a small shop vulnerable to decline in another study in the report. Discussing the recent history and problems of small shops and related businesses, Mr R. L. Davies, Department of Geography, University of Newcastle-upon-Tyne, argues that a distinction needs to be made between types and ownerships of businesses, and between the problems of the traditional small business and of the new potential innovator.

"The traditional business is best represented by the type of store that whilst marketing mainly convenience goods still specialises in certain lines of trade, such as the corner chemist who retains his essential pharmaceutical role without adding the bric-a-brac of stationery and cards. The shop will tend to have an old-fashioned appearance and be owned by an elderly couple who continue to use independent wholesaler deliveries instead of linking up with a cash-and-carry depot or voluntary group. While a great deal of nostalgia is associated with such shops, it is these which are most vulnerable to future decline since the owners themselves



One of ten major prizewinners in Roche Products Ltd competition in connection with the introduction of Redoxon flavoured effervescent tablets was Mr R. A. Peskett, MPS, who works with his parents at their pharmacy at Christchurch Road, Reading. Mr Peskett (right) here receives his prize, a portable television set, from Mr Graham Arundell, MPS, field sales manager of Roche Products. Photograph courtesy *Reading Chronicle and Berkshire Mercury*

are reluctant to change. It is difficult to see how they can be materially assisted, for it would be impossible to classify them impartially in order to give them special benefits."

In contrast, the innovative small business is likely to be more strongly associated with a modern system of distribution and may well operate under a symbol name. "The owner is likely to be relatively young, more profit-motivated and interested in expanding his premises or re-locating elsewhere. In his present circumstances he might well find his space too restrictive and lack the capital to move to new premises. However, he is clearly the type who can conceivably be helped—either through the provision of additional storage facilities close to his shop or alternatively through credit assistance in obtaining a new outlet."

IRISH NEWS

Pharmacists' reimbursed £15m by GMS in 1975

Irish pharmacists who are contractors under the General Medical Services scheme were reimbursed some £15.15m last year—an increase of £5.11m over the previous year. In addition, retrospective payments in respect of the period prior to January 1, 1975, amounted to about £1.8m, but £867,000 of that was not paid until 1976.

These facts are revealed in the annual report of the General Medical Services (Payments) Board published last week. The report reveals that at December 31, 1975, some 1,145 pharmacists were registered under the scheme—a drop of 54 compared to the previous year—but 43 of those were not actively participating. The number of dispensing doctors rose by 33 to 374 while the numbers they dispense for rose by only 10,000 to 173,000. The number of patients covered by the scheme increased from 1,083,136 to 1,162,386, and

the prescription cost per patient was £13.99 (£9.61 in 1974).

The total number of prescriptions dispensed by pharmacists was 9,598,740—some 845,000 more than the previous year—with forms totalling 4,607,584 (4,271,597 in 1974). The average number of prescriptions per form rose slightly from 2.05 to 2.08. The breakdown of the total costs shows that ingredient costs increased from £6.69m to £9.01m; dispensing fees £1.82m to £4.12m; and VAT from nearly £73,000 to £120,000.

A table of the range of fees paid for pharmacy dispensing shows that one pharmacy received fees over £35,000 and only 57 others received fees of over £10,000. The bulk of pharmacies—some 927—received fees of up to £6,000, with some 370 in fact receiving less than £2,000. The figures do not include retrospective payments however.

Discussing misuse of prescription forms, the report notes that five cases where the quantities ordered on a number of prescription forms appeared to have been altered by other than the prescribing doctor were referred to the police, and at the end of the year the prosecution of a pharmacist was pending. Investigations relating to the alleged supply of tights, where elastic stockings were prescribed, resulted in the matter being referred to the police. Four persons were apprehended as the result of co-operation between pharmacists and the drug squad after the Board had become aware that some members of the public had obtained drugs illegally through making additions on forms or the use of stolen forms.

Vacancies for pharmacy graduates

The Council of the Pharmaceutical Society of Ireland last week issued the following statement:

The Council of the Pharmaceutical Society of Ireland wish to ensure that a sufficient number of places are available for graduates desiring to engage in pre-registration practical training in community pharmacies prior to presenting themselves for the Society's Licence examination. The following points should be noted:

1. The pharmacy concerned must comply with minimum standards, as specified in the Guide which was circulated recently to all members of the Society.
2. In each case the student must obtain the prior consent of the Council.
3. No period of shorter duration than six consecutive months in any place will be accepted.
4. Practical training must be undertaken under the direct personal supervision of a pharmaceutical chemist who has no other pupil.

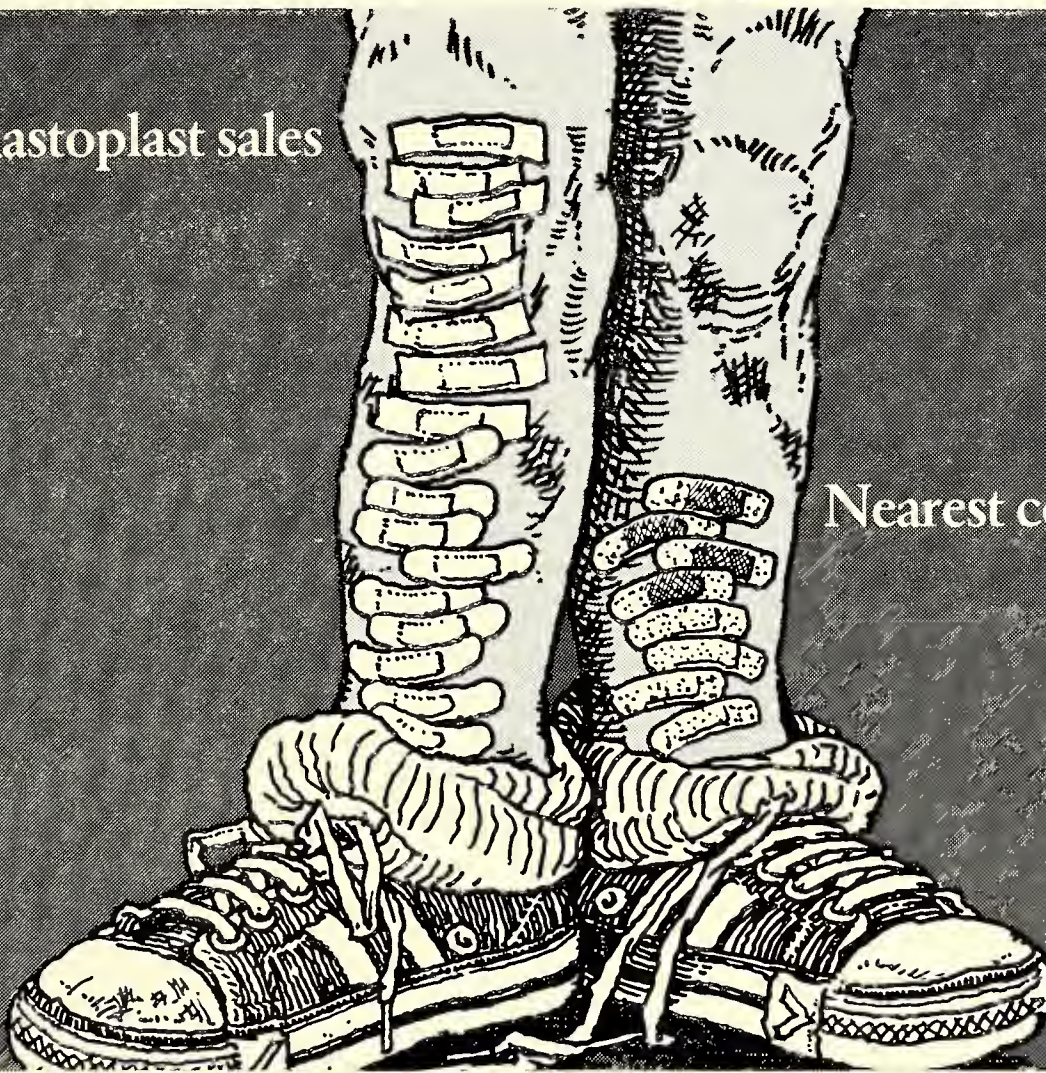
Any community pharmacist who may have a vacancy for a graduate from next October onwards is invited to furnish his name and address to Mr M. J. Cahill, the Society's registrar, at 18 Shrewsbury Road, Dublin 4. Expressing an interest at this stage does not imply any obligation. Nevertheless, it would be most helpful if students had access to a list of suitable pharmacies to which they could apply for a post in due course.

No plaster sells half as much as Elastoplast.

trademark

Elastoplast sales

Nearest competitor



Two-thirds of all the plasters you sell are Elastoplast. Airstrip and Fabric are first brandleader and second brandleader, with more than double the sales of their nearest competitors in chemists' shops.

The Elastoplast TV campaign running now is the biggest that any first aid dressing ever had, so even more of your customers will be wearing even more of them.

Elastoplast[®]
FIRST AND SECOND IN FIRST AID.

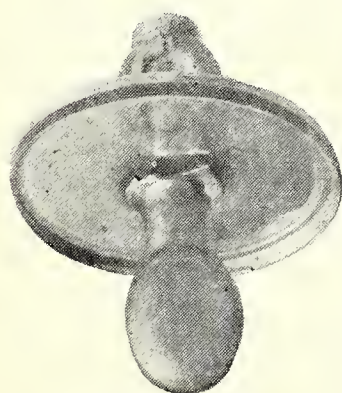
He'll tell you why these soothers conform to the new British Standard.

Because Griptight are the only soothers that conform to his standards.

He may not be able to explain the technicalities. But he's found that they're comfortable, safe, and after much determined use, extremely strong.

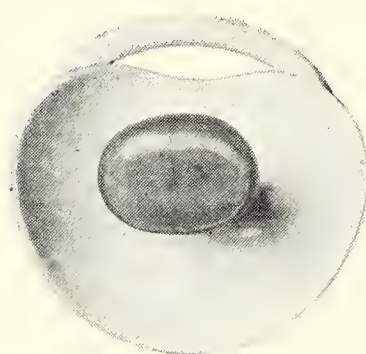
His mum is also delighted with the safety,

hygiene, reliability and strength of Griptight soothers. All of which show why Griptight Hushmaster, Orthodontic and Flexi-ring are produced to the new British Standards and set a new level of soother safety.



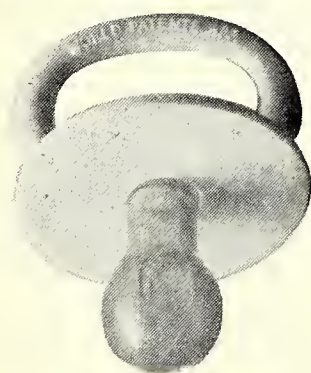
Griptight Hushmaster.

Revolutionary all rubber one piece soother. With better mouthpiece, extra large shield and new handpiece. Soft yet strong. And because it can be boiled—very hygienic.



Griptight Orthodontic.

Scientifically designed to improve palate development, help breathing and prevent colic. Can be boiled and still withstand a pull of 14 lbs.



Griptight Flexi-ring.

With new miracle hinge. Virtually unbreakable, the hinge has been tested to withstand 50,000 flexes. Pure latex teat takes a 22 lb. pull even after repeated boilings. The Flexi-ring is also available as a rattle soother.

Griptight Soothers

Stock and sell Griptight, the soothers that protect your good name and your profits.

Order now from your usual wholesaler—and don't forget the other Griptight products: Freflo Teats, Freflo Bottles, Sof'down and Super Sof'down Disposable Nappies and Sof'down Tiepants.

Lewis Woolf Griptight Limited,
Home Sales Department, 144 Oakfield Road, Selly Oak,
Birmingham B29 7EE. Tel: 021-472 4211. Telex: 338666.

People

Mr Allen Spivack, MPS London, was among those interviewed for a BBC2 "Inside medicine" investigation into the merits of the Medical Practitioners (Restriction of the Right to Prescribe) Bill on Monday. He said more doctors were asking for help in prescribing and cited a case in which he prevented a woman recently fitted with a copper IUD from receiving a mercury-based pessary. An unnamed pharmacist was quoted as saying "We are the hidden middle men who have to cover up for the doctor and keep the patient happy."

Mr W. D. Robertson, director and northern manager of George, Orridge Ltd, has recently been appointed president of the Liverpool Press Club. Mr Robertson, who joined the Club over 30 years ago, enjoys the unique privilege of being the only associate to become president.

Deaths

Keith: On June 30, the result of a car accident, Mr Charles Keith. Mr Keith was founder of Kingsley and Keith Ltd, which is now part of the Federated Chemical group of which he had been a director since 1974.

News in brief

□ The British Medical Association's annual representative meeting next week is to consider a call to make the BMA a closed shop. At present, although the BMA has sole negotiating rights for doctors, membership is not compulsory.

□ The developing and processing of colour print films, even when sent to the manufacturer's own laboratories, is all too often "not well done", states a report on colour films for prints in this month's *Which?* However, the article explains that processing is done by automatic machine and "if you find the results unacceptable, you can usually get new prints if you complain". Kodacolor and Fujicolor films were found to be slightly sharper than others tested, but that was likely only to be apparent for 110 enlargements.

Correspondence courses for distributive industry

The Co-Operative Union Ltd and Institute of Grocery Distribution are offering correspondence courses for students at all levels and within all sectors of the distributive industry.

The introductory certificate in distribution is a one year course, while the advanced distribution certificate and certificate in distributive management studies both require a minimum of two years, but can be taken as a series of modules over four to five years. Courses are also offered in most of the individual subjects included in the group certificate courses. Subject to certain conditions, the correspondence courses are recognised for grant purposes by the Distributive Industry Training Board. Details from Co-operative Union Ltd, education department, Stanford Hall, Loughborough, Leics LE12 5QR.

Topical reflections

BY XRAYSER

Pills

In reply to a question in the House the other day, Dr David Owen, Minister of State for Health, said that patients must recognise that not every ailment is cured with pills. In his reference to "pills", Dr Owen was, of course, not referring to pills at all, but to tablets and capsules.

There is, of course, only one way to learn to make pills, and that is to make them. One could lecture for an hour on the various steps toward the perfect pill, but that would be as difficult as writing a treatise on how to ride a bicycle. The important thing, as my mentors endeavoured to impart to me, was that the finished product should be spheroid, and not rhomboid; that in any given number of them all should be identical in size and shape; that it should be possible for the consumer to lift one from the box without flattening it, and that, when swallowed, it should not pass through the whole alimentary process unchanged. The all important part was the massing, and I have seen masses which, with a white coating, could have survived 18 holes of the Old Course at St Andrews.

I never knew any subject which provided such wide scope for scorn as my pills, be it the outpouring of senior apprentice, apprentice-master or lecturer at college. All tried to rub corners off the pupil, just as they tried to rub corners off the pills, and the batch I turned out for the examiner in pharmaceuticals provoked a complete silence, whether of admiration or stunned disbelief I never discovered. I was fortunate enough to do my training in a pharmacy in which it was not uncommon to turn out as many as a dozen different kinds of pills daily, and there was a convenient array of the principal ingredients within reach, mostly of an aperient type, for the people of that time seemed to be obsessed with the need for what was euphemistically described as "regularity".

I have very clear recollections of a dear lady who was prescribed twenty-four such pills in 1911 with the instruction that she was to take one at night; in the early 1960's she was still taking them faithfully, for the doctor had been gathered to his fathers without having had the opportunity to countermand his instructions. They contained aloes, cascara, belladonna and nux vomica, and in that time—I speak without the aid of a calculator—she must have ingested about 20,000 of all possible shapes and sizes.

No restriction

But to return to the conditions of today and the numbers of tablets and capsules issued, the lady to whom I have referred was modest in her intake. I have seen one thousand assorted tablets and capsules go out within an hour and one patient alone stagger out weighed down with close on that number. The Minister would like to curb the consumption, but all he dare say is that what is needed is better prescribing overall.

Dr Gerald Vaughan, Opposition spokesman on health, asked the Minister if he would reassure doctors that he had no intention of introducing legislation that would restrict their right to prescribe. Dr Owen replied that the medical profession had to realise that it had to make economic decisions. That puts the onus squarely on the doctor, and I think every pharmacist sees daily evidence of the prescribing of what seems to be excessive quantities of medical preparations, much of which will find its way on to a shelf in the home, where it constitutes a hazard.

No one wants to see any restriction on the doctor's clinical judgment, but the continued permission to unfettered prescribing must surely be a sensible appraisal of the treatment and its duration. Meantime, I sit on top of a pair of steps and commune with aloes, soap, podophyllin, euonymin, ammoniacum, rhubarb, myrrh, ginger and scammony resin. And the faithful pill lady has herself departed and my skills grow rusty.

New products

Cosmetics and toiletries

Love Is gift range

"A completely new gift idea" to save the purchaser searching shops for presents is the concept of a new perfumery range, Love Is, planned to be in-store by the end of August. The range of six items are displayed on a gift bar and each features a "twins" motif (see illustration). Each purchaser receives a gift tag and Love Is phrase book, to provide a suitable message for any occasion.

The range has a floral fragrance with top notes of rose petals and undertones of honeysuckle. It comprises spray mist (25g £1.00; 50g £1.50), talc (£0.75), hand and body lotion (£0.75), bubbling bath oil (£1.00), soaps (two, £0.75) (Swingstar Ltd, Unit 2, Industrial Estate, Cranleigh Gardens, Southall, Middlesex).

Sunsilk with sunflower oil

The Sunsilk shampoo variant for normal hair has been relaunched using sunflower oil instead of olive oil. A new perfume is included and the product is now deep orange in colour. The makers, Elida Gibbs Ltd, say the variant for normal hair accounts for more than a quarter of Sunsilk shampoo sales. A national television campaign during August and early September will support the variant which is also being advertised in *Cosmopolitan*, *My Weekly*, *Over 21* and *19*. A consumer promotion offers a silk shawl (Elida Gibbs Ltd, PO box 1DY, Portman Square, London W1).

Electrical

Underblankets from Philips

Five new electric underblankets, employing an adhesive technique in manufacture, have been introduced by Philips. All are of the pre-heating type. The pink hand-washable deluxe offers three heat settings (60in x 30in, 75 watts, £12.15; 60in x 50in, 115 watts, £15.08; 60in x 50in dual control, 115 watts, £17.55). The pink family super are hand-washable single heat blan-



kets (54in x 28in, 65 watts, £10.40; 54in x 46in, 110 watts, £12.47). The range also includes a family blanket in single or double size (48in x 24in, 50 watts, £9.68; 48in x 44in, 100 watts, £11.66) with single heat control in pink cotton/rayon fabric (Philips Electrical Ltd, Century House, Shaftesbury Avenue, London WC2H 8AS).

Photographic

Minolta 110 camera with flash

Japanese Cameras Ltd have introduced a new 110 Minolta camera—Autopak 250 (about £54)—which comes in a presentation pack complete with matching hot-shoe electronic flashgun, wrist strap, and case.

The camera features an $f/8$, 26 mm, fully coated, three element Rokkor lens which focuses down to 3 ft; symbols to aid focusing are shown on a special panel

on top of the camera and appear also in the clear bright viewfinder which additionally incorporates a low light exposure warning. The shutter is controlled electronically by a fully automatic metering system having a range from 10 sec to 1/330th sec and the sliding lens cap incorporates a shutter safety lock. Other features of the 7 oz camera are film advance by activating slider with automatic return; tripod socket; hinge-open back; cable release socket; smooth shutter release; and battery check button.

The matching Minolta pocket flash 25 has on-off switch and neon signal and is powered by two penlight batteries. "X" type flashcubes can also be used, and the shutter is automatically set at 1/40th sec when cube or gun is attached (Japanese Cameras Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW).

Household

Rodenticide for 'super rats'

Ratak, a new rodenticide from ICI Ltd, should be available through retail pharmacies in about six to nine months' time. The active ingredient, difenacoum, discovered by Ward Blenkinsop and Co Ltd, Wembley, Middlesex, is claimed to be effective against "super rats" which have become resistant to warfarin. Formulated as mould-resistant, blue-green pellets, Ratak will be sold initially to farmers and will be launched by the Wellcome Foundation and Applied Horticulture Ltd for industrial and public health use in September (ICI Ltd plant protection division, Haslemere, Surrey).

Prescription specialities

YUTOPAR tablets, injection

Manufacturer Duphar Laboratories Ltd, Duphar House, Gaters Hill, West End, Southampton

Description *Tablets*—round, pale yellow, marked "Yutopar" one side, breakline on reverse, containing ritodrine hydrochloride 10mg. *Injection*—clear, aqueous solution containing ritodrine hydrochloride 10mg per ml

Indications Management of uncomplicated premature labour. Foetal asphyxia in labour where it is desired to obtain uterine relaxation

Contraindications Antepartum haemorrhage, toxæmia of pregnancy, diabetes mellitus, cord compression, any condition in which prolonging the pregnancy is hazardous

Dosage *Premature labour: Intravenous*—to be administered as early as possible at onset. Initially 0.05mg per minute gradually increased by 0.05mg per minute every 10 minutes until desired result obtained, or maternal heart rate reaches 135 beats per minute. Effective dose usually 0.15mg-0.35mg per minute. Infusion should be continued for 12 to 48 hours after uterine contractions have ceased. *Intramuscular*—after labour arrested, 10mg every 3 to 8

hours, or according to response (usually 4 hourly), for 24 to 48 hours. *Oral*—maintenance 10mg every 2 to 6 hours according to response, maximum 120mg in any 24 hours, as long as it is considered necessary to prolong pregnancy. *Foetal asphyxia*: only recommended as means of improving condition of the foetus. Initially 0.05mg per minute by intravenous infusion, rapidly increasing infusion rate until uterine activity suppressed, or maternal heart rate reaches 135 beats per minute. Required dose unlikely to exceed 0.35mg per minute. Foetal scalp blood sample should be taken after 15-20 minutes and if pH has not improved, planned assisted delivery should be carried out. If pH has risen significantly, infusion may be continued for further 15-30 minutes before delivery

Precautions In cardiac disease, suitability of treatment should be assessed before intravenous infusion. Not recommended during first trimester of pregnancy. Heart rate of more than 135 per minute should be avoided

Side effects Maternal pulse rate may progressively increase and may lead to palpitations. Pronounced tachycardia arising during intravenous infusion disappears shortly after decreasing dosage. Flushing, sweating, tremor have been reported

Storage *Tablets*—in cool dry place, protected from light. *Injection*—in cool place, protected from light

Dispensing diluent Compatible with commonly used infusion solutions eg isotonic saline or glucose saline

Packs 40 tablets (£8.85 trade); 5ml intra-

Continued on p47

Beecham Bulletin

BEECHAM PROPRIETARIES, BRENTFORD, MIDDX.

**BEECHAM
HOME MEDICINES
The Business
Builders**

ALL SET FOR AN ALL FRESH SUMMER

Ring the bell in Press & TV

When life gives you
INDIGESTION...

...get express relief with Setlers
They're specially formulated for
fast, effective action. And the handy
roll pack makes Setlers easy to take
anywhere. Never be without them.



Again through summer the famous
Setlers Fireman commercial will
appear on your customers' TV
screens, repeatedly and during a
peak demand period. What's more,
this summer it's being matched in
the national press by the dominant
advertisement shown above.

THE higher the sun climbs in the sky the higher will soar the sales of All Fresh Clean-up Squares. In fact, hot sticky weather and summer holidays plus a memorable TV campaign could easily bring a repeat of last year's sell-out situations.

These cost you - and us - a lot of business. So look to your stocks and your displays. Then you'll be all set to make the most of high summer demand.

And remember, it's peak-selling time for Baby Bottom Wipes too. As people go away on holiday these always go from your shelves fast.

In time for summer sales...

comes the new pack for Dinneford's, packed full of mother interest and shelf appeal. Make sure it's well to the fore on your shelves.



PROFIT - STOP PRESS

££££££££££££££££

BEECHAM'S PILLS

Latest on this famous brand is that it now outsells all other advertised laxatives. Strong advertising support appearing week after week points to continued success for the brand, continued sales for you.

MACLEAN INDIGESTION TABLETS

The distinctive new campaign is having a distinct effect, paying off by creating more demand, more new customers every day.

SPARKLING ENO

Nationwide, the news is of sparkling sales for this buoyant brand, always a fizzer in summer.

PHENSIC

Sunshine brings headaches as well as tan, a fact cashed in on by this fast moving brand. Have you got the stocks you need?

HOLIDAYS ARE DIOCALM DAYS

More and more people going abroad means more and more customers asking for the brand leader among anti-diarrhoeals. With the selling season yet to reach its height, retailers are wise to re-order Diocalm now and to keep it well displayed.



POLY. 15%* of the hair colourant market and advertising for more.

Since the summer of 1975[†], Poly has increased its market share by 25% – and we're still growing. But that's not all our good news.

Now you can count on even more activity from Poly. Our spectacular new advertising campaign runs from July to November with full-colour pages in the big-selling women's magazines including:

- * Woman
- * Woman's Realm
- * Woman's Weekly
- * Woman and Home
- * Good Housekeeping
- * Cosmopolitan
- * Over 21
- * Woman's Journal

So Poly will be moving even higher.

POLY. Make sure you get your share.

*TCPI. Permanent/Semi-permanent/Bleaches/Lighteners.

[†]July/Aug 1975.

Prescription specialities

Continued from p46

venous ampoule (£1.75) and 1ml intramuscular ampoule (6, £2.50)

Issued July 1976

Notes Ritodrine hydrochloride is a beta₂-mimetic with a specific relaxant effect on the uterus. It increases blood-flow through the foeto-placental unit without causing maternal hypotension

SYMMETREL syrup

Manufacturer Geigy Pharmaceuticals, Hurdfield Industrial Estate, Macclesfield, Ches SK10 2LY

Description Clear citrus flavoured syrup containing amantadine hydrochloride 50mg per 5ml

Indications etc As for other Symmetrel preparations

Packs 150ml bottles (£2.84 trade)

Supply restrictions Recommended on prescription only

Issued July 12, 1976

LEUCOVORIN tablets

Manufacturer Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, PO Box 7, Hants PO13 0AS

Description Yellowish-white scored tablet containing folic acid 15mg as the calcium salt

Indications etc As for other Leucovorin preparations

Dosage As antidote to folic acid antagonists, eg methotrexate, 15mg every six hours for four or five doses, following treatment with Leucovorin injection. See literature

Packs 10 tablets (£52.87 trade)

Issued July 1976

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Anadin: All except E

Aquafresh: So

Body Mist: All except E, CI

Coty Smitty: M

Denim: All areas

Energen one-cal: All except E

Euthymol original: Ln, So

Hedex: All except NE

In Step: Ln

Lemon Delph: Ln, M, A, So

Lentheric Tweed: All areas

Lucozade: All except E, CI

Macleans: All except E, CI

Mum: All except E

Nivea: All except Ln, So

Pond's cold cream: Ln, So

Radox: All except U, E

Scholl footsprays: All except U, Lc, Y

Super Polygrip: Ln, M, Sc, So, A, G

Sure: All areas

SR: All areas

Us: All areas

Wizard range: M, Sc

Trade News

Remington display material

A self-adhesive "hand" sticker for use on glass doors, printed both sides with the slogan "Remington, the styler that gives you back your other hand", is among the new display material from Sperry Remington Consumer Products, Apex Tower, 7 High Street, New Malden, Surrey KT3 4DL. Two display cards also carry the same message, in support of the current Press advertising for the Lady Remington Vogue set.

Pack size to go

The 1l pack of Tedral suspension will be discontinued by William R. Warner & Co Ltd, Eastleigh, Hants SO5 3ZQ, when current stocks are exhausted.

Hair colourants in magazines

Poly hair colourants from Lambert Chemical Co Ltd, Eastleigh, Hants SO5 3QZ, are being advertised until November with full-colour pages in women's magazines including *Woman*, *Woman's Realm*, *Woman's Weekly*, *Woman and Home*, *Good Housekeeping*, *Cosmopolitan*, *Over 21*, and *Woman's Journal*.

Advertising comeback for Bengers

Bengers is being advertised again after a break of several years. Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB, are advertising the product in women's magazines this month with the theme "Bengers, the bedtime drink that won't keep your stomach awake".

Feen-a-mint advertising

Feen-a-mint mint chewing gum laxative has been re-packaged in a Cellophane-wrapped carton contained in a display outer. Press advertising commenced recently and will appear in the *Sunday Mirror*, *Sunday People*, *Reveille* and *Readers' Digest* throughout the summer. Feen-a-mint is currently available on bonus from Plough (UK) Ltd, Penarth Street, London SE15.



Calorie counter with Sweetex

A free calorie counter is being given away with each pack of Sweetex 500's purchased while stocks last. The 31 page booklet contains the calorie values of over 400 foods, weight charts, hints on metrication, and a selection of slimmers' recipes specially devised for Sweetex. A blister pack carries the booklet and the offer is highlighted by a display outer, available from representatives of Crookes Anestan Ltd, 1 Thane Road West, Nottingham.

Ribena television plans

A £360,000 television campaign planned for Ribena will have three national "bursts" from mid July until early next year, according to Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex. The first burst runs until mid-August, the second during November and the third running from Christmas day until the end of January. The biggest portion of the budget relates to the November push, when a new film will be introduced with the theme of children dressing up, thereby putting more emphasis on the children's character.

Mirror offer with Scotties

Bowater Scott Corporation Ltd, Bowater House, 68 Knightsbridge, London SW1X 7LR, are running a promotion on Scotties throughout July, August and September with the emphasis on white and rainbow tissues and a cross-coupon offer on man size. A sand-coloured poly-propylene Roll-a-mirror (worth about £1) is being offered free in exchange for four panels from the backs of special white and rainbow packs. The 3in diameter mirror rolls to any angle on its separate base and stands about 4in high.

Ilford professional competition

Ilford Ltd, Basildon, Essex, are to hold their £1,000 print awards for professional photographers and printers again this year—the ninth year running. First prize in each of the two categories photo-journalism and commercial, is £1,000 if the photographer also printed his picture, and there are also section prizes and challenge trophies for photographer and printer of the year. Closing date for entries is September 30 and full details are obtainable from Mr P. Juniper at Ilford or the company's local representatives.

More Trade News on p50

Trade News

Continued from p49

Disprin recommends fresh air first

Disprin's window display material features the "common sense cures" theme of the current women's magazine campaign. The advertising recommends trying a breath of fresh air before resorting to medication. The display pieces, measuring 3ft long by 2ft high, are available from the Reckitt and Colman pharmaceutical division representative or direct from the company at Dansom Lane, Hull.

Advertisements show pollen count

An advertisement for Dristan nasal mist from International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET, is appearing in the London evening newspapers. It gives the pollen count for the previous day and explains how the product can help in hay fever.

Femfresh adds primrose fragrance

Primrose is a new fragrance introduced into the Femfresh range of sprays by Crookes-Aneston Ltd, PO box 94, 1 Thane Road West, Nottingham NG2 3AA. The 12's pack of Femfresh sachets is now carrying an extra two sachets and the 20's pack an extra four.

'In Love' radio campaign

Thomas Christy Ltd, 152 North Lane, Aldershot, Hants, are advertising their Hartnell In Love perfume range on radio for the first time. The campaign, using 15 second commercials, will run until July 21, on seven stations—Capitol, Forth, Trent, Birmingham, Piccadilly and Downtown.

Givenchy handbag sprays

Givenchy have extended their range with sealed, handbag sprays of Le De Givenchy and L'Interdit (£6.95). The atomisers, square glass bottles with gilt metal caps embossed with four G's, are available from Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey KT12 4RG.

'Money off' pantie towels

Robinsons and Sons Ltd, Wheat Bridge Mills, Chesterfield, are offering the 10's pack of Pantie Towels by Nikini for £0.27 until the end of August while stocks last. Display material includes a floor standing merchandising unit, complete with header-board, shelf talkers and price cards.

Max Factor stargazer shades

Six lipstick shades and four California nail colours, are being introduced as stargazers, by Max Factor Ltd, 16 Old Bond Street, London W1X 4BP. With additions—galaxy grape, sunspot red, midnight rose, coral dawn, stellar pink and twilight beige—there are 30 Max Factor lip colours (£0.57) now available. In new

Display material for Disprin recommends trying other methods, such as taking a breath of fresh air, before resorting to medicines



formula nail laquers (£0.52), planet pink, blue Venus, purple Saturn and Jupiter jade bring total available colours to 36. The shades will be available from August, "to brighten the rather sombre fashion story for 1976," say Max Factor.

Supplier closed four weeks

A. E. Connock (Perfumery & Cosmetics) Ltd, Crompton Fold, Pleshey, Chelmsford CM3 1HE, will be closed for building alterations and annual holiday, July 26 to August 23.

Blatant browns from Arden

Elizabeth Arden Ltd are predicting the "country weekend look" for autumn, with the introduction of three new blatant brown shades—rosewood, burning brown and rust rage—in the naturally moist range of lip colours. The shades (£0.95) will be available from 20 New Bond Street, London W1A 2AE.

French Almond fragrance offer

The success of last year's 11cc fragrance offer has persuaded House of Roberts Windsor Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Mons, to repeat the offer in French Almond, Musk, Patchouli, Ginseng and Blossom (£0.59). A parcel of six of each fragrance in spray Cologne on a merchandiser plus six of each on the back of the unit (£19.98 trade) offers a bonus of five sprays free.

Clairol T-shirt offer

Clairol have introduced a consumer offer—a yellow T-shirt with brown lettering "I've got Natural Balance". Made of cotton, it comes in three sizes and leaflets with detailed information will be available at point of sale. The shirts cost £0.95 each and £0.14 for postage plus proof of purchase, from Bristol-Myers Co Ltd, Station Road, Langley, Slough SL1 6ED.

Browns for Outdoor Girl

Autumn colours, available from mid August, have been added to Outdoor Girl ranges. Pearly lipstick (£0.34) and pearly nail polish (£0.33) will be available in beige mink, cream nail polish (£0.23) and lipstick, in glossy tan, shadow duos (£0.49), coffee with cream, and shadow sticks (£0.20), sepia and highlight.

From July, while stocks last, a 124cc bottle of nail laquer remover is being offered for £0.32—four times the standard

size at less than twice the price say Myram Picker Ltd, Hook Rise, Kingston By-Pass, Surbiton, Surrey KT6 7LU.

Betadine and Coty at Olympics

Napp Laboratories Ltd, Hill Farm Avenue, Watford WD2 7RA, say that Betadine germicides have been requested by the British Olympic Association for use at the Montreal Olympic Games.

Navy clutch purses containing Coty originals make-up are being donated to girls in the British Olympics team, "to match the red uniforms". Coty Ltd, Great West Road, Brentwood, Middlesex, have selected sunny tan complete compact make-up, essential red lipstick, velvet shadow duette of Wedgwood blue and platinum, protein lash conditioner and mascara, and Masumi solid fragrance compact.

Gumption in the south

A television advertising campaign for liquid Gumption is running until August 28 in London, Southern and Anglia regions. It features kitchen cleanser, the most recent addition to the range, marketed by LR/Sanitas Ltd, Sanitas House, Stockwell Green, London SW9 4JJ.

Ralgex spray is sponsoring a Ford Escort driven by Timo Makinen, the "Flying Finn", in the Texaco Tour of Britain which started on July 9.

Jackel's 'little girl' range

The Pollyanna range, four holdalls and three purses, has been designed for younger girls, by Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland. The cotton fabric, in red or green is printed with little girl illustrations.

The Jacqueline range will be shown at Piccadilly Hotel, Manchester, July 12-15.

Antidiar with neomycin dose

The dose for Antidiar with neomycin (last week, p10) should have read: *Adults*—15ml; *children, 2 to 6 years*—2.5-5ml, *6 to 12 years*—5-10ml, three times daily. The dose quoted was for Antidiar mixture [corrected note].

Address correction

The address of Dellex-Grosvenor Ltd is North Lane, Aldershot, Hants GU12 4QG, and not as shown in an advertisement last week (p16).

Make sure there's no flies on you this summer Or your customers!

New improved, Honeypot-brand flycatchers deal with all sorts of flies and flying insects — with deadly efficiency.

Its brand new design incorporates a unique umbrella-shaped guard to provide protection for furniture, clothes, etc. And Honeypots are perfect around foods, too, because you need no aerosols or vapourising blocks.

Stock Honeypots now! in our attractive, handy size counter dispenser.

Order from:
Bee Ply Ltd, Sole Distributors,
Benross House, Rose Lane,
Liverpool L18 8DH
Tel: 051-724 2261 Telex: 627777

A member of the Ross Group of Companies

**NEW
HYGIENIC
GUARD**



Knight Brand makes news

You have often seen the various brands from the Knight range of proven quality male contraceptives. Now the easily recognisable, elegant and dignified packs will be displayed more frequently.

Why? — because of advanced, fully automatic production techniques, backed by experience, we genuinely believe to bring you reductions of at least 25% over other equivalent leading brands.

The range — six established winners — Diamond, Gold, Silver, Black, Bronze and Rainbow — all electronically tested to BS 3704 specifications.

Extra
Manufacture of customers own brands can now bring even further savings. Be sure that you see more of the Knight Range.

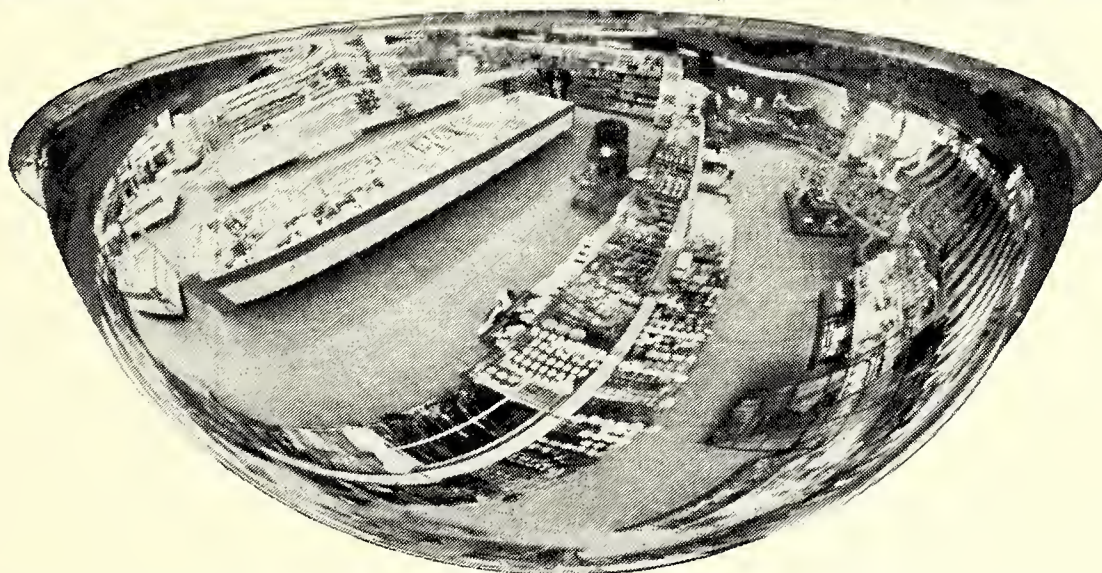
TELLERCREST
(London) Ltd.
Cross Street,
Chatham, Kent.
Tel: Medway 49281/2/3

WRITE OR TELEPHONE NOW FOR FULL DETAILS



PLUS
RAINBOW
KNIGHT

PANORAMIC CEILING MIRROR



The Panoramic Ceiling Mirror overcomes the problem of seeing over Gondolas and Fixtures. It's lightweight acrylic construction enables it to be positioned in any area of your store.

Supplied complete with fittings.

31" DIAMETER £59.00 39" DIAMETER £65.00

+V.A.T., Carriage, Insurance and Packing

To: Tom Drake Associates Ltd.,
7 High St, Ewell, Surrey. Tel: 01 394 1211

Please send details of your security systems.

Name

Address

TEL :

CD 7

Due to the ever increasing demand of Oralcer, Vitabiotics Ltd have appointed

VESTRIC

as their sole distributors for the U.K.

This will eliminate delayed deliveries and ensure regular supply of this Product.

**AS TO WHETHER
ORALCER
IS THE
MOST
EFFECTIVE REMEDY
FOR ORAL ULCERATION
YOU ALONE CAN
JUDGE
AFTER TRYING IT IN CASES WHERE
OTHER TREATMENTS
HAVE FAILED TO
RESPOND**

**ORALCER INVENTION IS
BACKED BY VALUABLE
CLINICAL EVIDENCE.**

(1) Oralcer is free from local anaesthetics and analgesics and hence does not mask the seriousness of the ulceration.

(2) Oralcer is in the form of Pellets and therefore, does not duplicate your usual range of Gels, Pastilles and Lozenges.

Retail: 26p (for 20 pellets)
Trade: £2.00 per doz. + VAT

Available from
**YOUR LOCAL
WHOLESALE**

or from
the sole Distributors
VESTRIC LTD.



**Clic-Loc Cap
?**

**Standard Cap
?**

**NEW
Pharmapac
will wear it!**

This new range of dispensing containers has been designed to enable the pharmacist to stock a standard range of bottles that will accommodate both Clic-Loc (U.G.'s proven child-resistant closure) and standard medical closures.

The Pharmapac containers, manufactured in natural or opaque unbreakable polyethylene and round shaped for easy labelling, are produced in 15 cc, 30 cc, 60 cc and 120 cc sizes.

Containers and caps are supplied in 100 unit polybags from leading pharmaceutical wholesalers.

**Bottles,
Caps or
Bottles & Caps!**



Pharmapac Stockists

Martindale Samore Ltd., 54 High St., Weedon, Northampton
Mawson & Proctor Pharmaceuticals, Kingsway South,
Team Valley, Gateshead, Co. Durham, NE8 1YX
East Anglian Wholesale Supplies Ltd., Quayside, Norwich
NR3 1RX • Jones & King Ltd., Lower Quay, Fareham. Hants.

Clic-Loc Stockists

Bradford Chemists Bradford • Bristol Bottle Co. Bristol
J. M. Loveridge Southampton • Muirs Nottingham
M & A Pharmaceuticals Manchester • Harrison Smith London
Michael Stewart Humberside • Wains Tunbridge Wells
Vestric Branches at Ruislip, Brierley Hill, Sheffield, Preston,
Liverpool, Reading, Swansea, Enfield, Birmingham
Charnwood Pharmaceuticals Leicester • Colchester
& East Essex Co-op Colchester • C. R. Crosskill Norwich
Grimwade & Ridley Ipswich • Hall Forster & Co. Newcastle-upon-Tyne • Branches of Wellcome Foundation.



U.G. Closures & Plastics

Astronaut House, Hounslow Road, Feltham, Middx.
Telephone: 01-890 9051.

The government's road policy, chemists, and the industry

by Andrew Warren, regional secretary, British Road Federation

The Government have recently published their first "Transport Policy" document in the 1970s. Some of the policies contained in it could have wide and potentially damaging repercussions for everyone in the pharmaceutical industry, whether manufacturers, wholesalers or retailers.

Because the policy is a "consultative" one, prepared prior to the issue of a White Paper on transport in the autumn, the Government is urging all those concerned with its proposals to write to them giving their views. In the ordinary run of events, this would mean leaving it just to the main trade bodies and transport "experts", but on this occasion it really is vital that everyone whose living is dependent upon the efficiency of our industry makes his view known to his MP, or to the Environment Secretary (Peter Shore).

Effect on costs

There should be no doubt in anybody's mind just how important is the ability to move around the country efficiently with our goods or as individuals. Delays to the manufacturers' lorries, the wholesalers' vans, the travellers—whether commercial or private—caused by congestion, do directly affect the cost of retail goods. In the pharmaceutical industry, distribution means road transport for 9 miles out of 10 miles (in some sections, 19 out of 20), and up to 7.7 per cent of the value of the net output of, for instance, soap and detergents can be accounted for in distribution costs.

Refining transport costs, at each and every stage, will mean that increases in initial sell-in costs can be pared, which in the long run will result either in a reduction of ultimate off-take prices, or an improvement of retail margins. But it really is a moot point just how much the published "transport policy" will aid these laudable objectives.

Of course it makes it quite clear how dependent we all are on being able to move around quickly and efficiently, and being able to have access to all the premises we need to have as easily as possible. It admits that transport in Britain is fundamentally road-based and will continue to be so; that car-ownership is growing and will continue to do so; and that large-scale transfer of traffic from road to rail or water is impracticable.

But the policy does *not* then go on to say that we should seek to aid this recognised demand for mobility, which we know not only to be necessary for our economy but what people genuinely want and business needs. Instead the transport paper suggests a number of policies, which if implemented could prove commercially damaging to the pharmaceutical trade.

It argues that an extra tax be levied on the use of the heavier lorries, as an

"environmental cost". This is despite the fact that objective studies have always shown that for years even the heaviest of lorries have met their full track costs. The most recent fuel tax increases have negated any temporary imbalance there might have been. No other industrial activity is asked to meet such a vague, inflationary, expense as "environmental cost".

It makes no realistic attempt to remove the distortions to transport expenditure caused by the ever-increasing deficit on British Rail. This is despite the annual revenue subsidy of £506.8m (or over £30 per household before a ticket is bought) for a service which carries only 10 per cent of freight movement, and 8 per cent of passenger journeys—fewer than one in four set foot on a train each month.

What is needed is far better use of manpower, and a recognition that, particularly in some rural areas, a public transport service could be more efficiently carried out by buses and minibuses replacing the train service. This would certainly save on public expenditure, and release some funds for much needed investment projects.

Already well over half the families in the country own and run cars, in many areas the figure is nearer three-quarters. Minimum forecasts for growth suggest a further increase by 1985 of more than a third of the cars on the road (up to 18m). Even now, three out of four journeys are made by private transport. The consultation document makes it quite clear that the Government recognises the enormous benefits accruing to those who own cars, and that there is little justification for heaping yet more taxes on the motorist.

However instead of trying to aid car-owners, there are suggestions for far tighter controls of tax allowances on cars. In addition, there is talk of further restricting the use of vehicles in towns (how are representatives supposed to work, how are wholesalers supposed to deliver?), and of charging firms with parking facilities an

annual tax per space of £250 or more. This is despite the insistence of many local authorities in the past that firms provide the spaces in the first place.

Instead of trying to improve our road network in Britain, the suggestion is that the road investment programme will continue to be cut heavily, despite being the one area of public expenditure that actually shows a direct rate of return on capital invested. At the same time as bringing economic benefits, modern motorways and by-passes can also help relieve congestion in blighted streets.

In practice this has been seen directly to aid local traders, by encouraging people to visit towns for shopping which previously they stayed well clear of due to the difficulties of parking and through traffic. Classic examples of this must be Grantham and High Wycombe, two towns now booming as the result of the removal of congestion by the A1 and M40 respectively. Given wise planning, sensible by-passing of towns can greatly aid the ambience of shopping, encouraging rather than deterring retail expenditure.

There is no doubt that transport is an issue that really does concern us all. Equally it looks as if, unless we do something about it, the Government may start adopting policies that can only damage the pharmaceutical industry. There is only one way to stop this happening: by making your view known to your local MP as soon as possible. The consultation period closes at the end of July: it is up to you to make your voice heard.

SHOPFITTING

'Shatterproof' acrylic mirrors

Acrylic based mirrors—which are claimed to be virtually shatterproof—are now being produced in the UK by Impact Mirrors Ltd, 18 Collingwood Buildings, Collingwood Street, Newcastle-upon-Tyne. The company says that their mirrors have a price advantage over similar products imported into the UK.

The Impact range includes hemispherical domes for in-store security use and blind spots. They are manufactured from clear or coloured acrylic and coated for extra protection; domes from 20 in to 60 in diameter can be manufactured and fixing can be direct onto a ceiling or wall or suspended by chains. The company also produces flat mirrors, convex mirrors with extra protection for outdoor use, mirrored letters and decorative panels.

A baggage van and the services of baggage master Tony Smith, pictured right, are being provided for West Indian cricketers during their current tour, by Gillette Industries Ltd. With Mr Smith are (left to right) Clyde Walcott, West Indies manager; Deryck Murray, vice-captain; and Clive Lloyd, captain



A 'mark 2' patient record system

A patient record system is something many general practice pharmacists talk about—but which few have been willing or able to put to the test. Two members of the Pharmaceutical Society's Council have taken the step in their own businesses, however, the second, Mr J. E. Balmford, attempting to improve on that adopted by the first, Mr D. J. Dalglish, whose system was described in *C&D*, December 2, 1972, p848.

Mr Balmford went "prescription only" at his Lichfield, Staffs, pharmacy in June last year, and began his record-card system on September 1. The bulk of the shop space is now taken up by the dispensary, with a prescription-receiving counter dividing it from the waiting area for patients. Apart from medicines and surgical requisites, the pharmacy now sells only a limited range of baby and slimming foods, foot care and sanitary protection products.

In the nine months since he introduced patient records, Mr Balmford has accumulated some 3,000 cards. But not every patient using the pharmacy is monitored at present—the main groups given priority are the elderly and chronically sick. When a prescription is presented, the appropriate card is taken from the file (which is in full view of the patient) and the name, address, and doctor are checked; at the same time the prescription is compared with the record to establish if it is for a continuing treatment.

The card and prescription are then clipped together for the pharmacist, who enters the details at the time of dispensing. This is the first departure from the Dalglish system, under which the cards are made up at the end of the day and, as will be seen, it provides most of the Balmford system's advantages.

Special risks colour code

The record cards measure 6 x 4 in and are horizontally faint-ruled, with an overprint of diagonal and vertical heavier rules. Across the top are written the patient's name and address plus an initial code to identify the prescriber's practice—Mr Balmford regrets that he is at present unable to record which doctor has actually signed each prescription. Also at the top are listed known drug allergies, and "special risk" patients are identified by the marking of a large coloured "spot", coded as follows:

Blue—diabetic

Green—receiving monoamine-oxidase inhibitor

Red—receiving anticoagulant

Brown—receiving steroid

These alert the pharmacist to possible drug interactions and enable a check that, for example, a diabetic prescribed a sugar-

based cough syrup is aware of the additional carbohydrate he is receiving. When a "spot" treatment is discontinued, the spot is crossed through.

The two positions on each line of the record provided by diagonal overprinting allow both quantity and date to be entered. Each prescription for the same medication is recorded on one line (in the Dalglish system a new line was necessary

every time), which immediately draws the pharmacist's attention to prescription frequency, changes in dosage, etc, and helps to build up a clinical picture. A red line is used to indicate a treatment terminated by the prescriber this part of the system has picked up examples of a drug prescribed again after it had been stopped because of side effects.

Recording dosage means that prescrip-

MARY WHITE 2, BLANK STREET		● ABC	
WARFARIN 5mg	13.2.76 30	19.3.76 30	10.4.76 30
WARFARIN 1mg	18.2.76 60	19.3.76 30	
DQVK 250mg T qid.	16.3.76 20	29.4.76 20	
BUTACOTE 11 tds for 2 days	10.3.76 16	X X X	
VALIUM 2mg 1 tds	19.3.76 90	10.4.76 90	

HARRY BLACK 3, BLANK STREET		X XYZ	
PROTHIADEN 25mg tid	3.9.75 60		
PRINALGIN	20.10.75 90		
LENTIZOL 50mg 1 on	29.10.75 30		
PARSTELIN 1 bd	19.11.75 60	5.12.75 60	
FRANOL EXP. 10ml tds	17.12.75 20ml		

JOHN BROWN 1, BLANK STREET		ABC	
T. INDERAL 40mg 1 bid.	19.11.75 90		
T. NEONACLEX K 1 om	19.11.75 30	10.12.75 30	3.1.76 30
T. INDERAL 80mg 11 bid	28.11.75 90	20.12.75 120	29.1.76 20
DISTALGESIC	26.2.76 60	20.4.76 60	X X X
PARAMOL 118	21.3.76 60		

The fictitious record cards illustrated above are derived from examples on the file Mary White: Butacote prescribed to a patient on warfarin—picked up by the "spot"

Harry Black: Franol Expectorant (containing ephedrine) prescribed to a patient previously on an MAOI—the doctor was contacted but decided to go ahead as the MAOI had been terminated. The green "spot" was then crossed out and a red line indicates treatment stopped

John Brown: Inderal stopped. Distalgesic stopped—the first time after side effects but prescribed again with the same result. Paramol 118 substituted by prescriber. The row of crosses indicates that no more must be dispensed

tions need never be labelled "as before"—yet the patient does not have to be interviewed. Other information to go on the cards includes sizes of diabetic needles and syringes, elastic hosiery types and patient peculiarities such as "no tablets" (such information may be known to the patient's own doctor but overlooked by partners or locums).

Problems avoided

Flicking through a handful of cards during C&D's visit, Mr Balmford was able to point to many examples of staff time being saved by use of the records—to say nothing of potentially hazardous situations for the patient being prevented. When Intal replaces Intal Co, is the change intentional? When no potassium supplement is prescribed with a diuretic, has the patient sufficient from a previous prescription—and if so have they not understood the need to take the supplement? Is a change to the non-"K" version of a diuretic intentional? Is Betnovate cream or ointment being used? In many cases the patient's familiar "You've given me the wrong tablets" can be pre-empted.

More serious consequences have been avoided when a diabetic recently re-established in hospital was prescribed the old strength insulin, and when phenylbutazone was prescribed for a patient on long-term warfarin (these did not appear on the same prescription and only a record system or a very good memory on the part of the pharmacist could have picked up the combination.) In another case steroid dosage was unintentionally dropped from 5 mg to 1 mg—and many a pre-



Mr Balmford at the prescription-receiving counter

scriber has been grateful for the questioning telephone calls.

The system is proving popular with both patients and doctors and, Mr Balmford claims, avoiding the errors which result from incomplete or incorrect prescribing helps to build up patient confidence. It also has some "commercial" benefits in that cross-checks with stock ordering have shown when all supplies are going to a single patient (removing record cards of patients who die—the local Press is studied here—has thus helped avoid unrequired stock-holdings),

and Pricing Bureau, patient and general practitioner queries can be answered with ease, no matter how long after dispensing.

Mr Balmford is not claiming that his system is perfect, but he does believe it is proving its worth, both to the community and the business.

Supplies of the overprinted record cards may be obtained from Hanes Office Supplies, Tamworth Street, Lichfield, Staffs, price £13.50 per 1,000 including postage, packing and VAT. It has not been possible to reproduce the faint horizontal rules in the diagrams opposite.

Letters

Professional matters: role of the NPU

I can only assume that Xrayser is not a member of the NPU. But if he is, then he knows much less than members generally of the basic objects of the Union and little of its past successes in making representations.

Amongst our objects are "to do all things necessary for the protection of" those in membership carrying on retail pharmacy businesses, to act generally as a representative organisation "in all matters connected with retail pharmacy" and "to . . . criticise . . . alterations . . . proposed or enacted in . . . laws (including regulations . . .) affecting members . . . in connection with their businesses". (There is no scope for a "latter day Jenkin" here, Xrayser!)

It is naturally usual for the NPU to be more active in business matters. Our voice, either alone or jointly with the Trade and Professional Alliance and the National Chamber of Trade, has certainly been far from muted on such matters as SET, VAT, and the West Midlands Bill.

But whenever the 21 members of the Executive Committee consider that in what Xrayser describes as a "professional matter" the interests of members are likely to be affected, appropriate representations are

made to the Minister, the Government Department or the body concerned. Where time and circumstances permit, liaison with the Pharmaceutical Society, followed by joint representations, can sometimes be more appropriate. But there are instances where separate representations from two bodies are more likely to produce the desired result than representation from one only.

Over 95 per cent of all the eligible pharmacies in the United Kingdom are in membership, which is of course voluntary. The vast majority, unlike Xrayser, look to us for action where proposed changes in the law, whether of a "professional" nature or not, are likely to affect them adversely.

I can assure Xrayser that we will continue to act in members' interests where necessary. Our members expect nothing less and would rightly consider us to be failing in our duty if we ceased to be an effective voice speaking on their behalf.

J. Wright

Secretary

National Pharmaceutical Union

care—professional and social responsibility".

It is with confidence that we appeal for financial sponsorship towards the considerable expense involved in this Congress. All major areas of pharmacy—industrial, hospital, wholesale, academic and community pharmacy—will be brought to public awareness by Congress topics.

All financial contributions will be individually acknowledged in the list of subscribers published in Congress literature. I hope that this appeal will find favourable consideration.

J. C. B. Walsh

Treasurer

Irish Pharmaceutical Congress

123 Shandon Street

Cork, Ireland

Prescriber's hint?

Antibiotics on FP10s are a commonplace, the enclosed is the first time I have come across such a drastic step as deportation!

S. F. Bedwell

Farnham Common, Bucks

[The prescription clearly reads "Penicillin V EXILER" (prescriber's capitals—Editor.)]

Irish Congress

The Irish Pharmaceutical Congress 1976 will be held at The Great Southern Hotel, Killarney, October 10-13. This is the major academic, professional and social event in Irish pharmacy. This year's Congress is being organised, for the first time, jointly by the Irish Pharmaceutical Union and the Pharmaceutical Society of Ireland. The Congress theme is "Community health

□ Seminars arranged by the British Institute of Management this summer include "Interpreting accounts to the non-financial manager" and "Legal protection for employees—new demands on management". Details from Miss V. Moran, Management House, Parker Street, London WC2B 5PT.

Evidence sought on work done outside contract

Scottish retail pharmacists are being asked to supply information on work performed outside their contractual duties.

The information is being requested by the Pharmaceutical Society's Scottish Executive, which requires it as soon as possible, to form part of the evidence to be submitted by the Executive to the National Consultative Working Party on General Practice Pharmacy before it next meets in October. The Executive was told at its meeting last month that the committee had had its first meeting on May 24, under the chairmanship of Professor A. R. Rogers, Department of Pharmacy, Heriot-Watt University. Mr D. C. Mair, an Executive member who was also on the committee, reported on its second meeting which had produced a letter, requesting evidence, for circulation.

Other pharmacist members of the committee are: Mr J. D. Appleton, chief administrative pharmaceutical officer, Tayside; Mr J. P. Bannerman, president, Pharmaceutical Society; Mr J. G. Davies, northern area director, Boots; and Mr S. M. Woods, vice-chairman, Pharmaceutical General Council (Scotland). Non-pharmacist members are: Mrs E. L. Denny, Gartocharn, Dunbartonshire; Mr R. O. Duncan, Ellon, Aberdeenshire; Dr R. S. C. Fergusson, Beaulieu, Inverness-shire; Mr W. A. Hogg, Glasgow; Miss H. McIntosh, Greater Glasgow Health Board; Mrs M. McQuarrie, Motherwell, Lanarkshire; and Mr J. M. Pallin, Sunnyhill, Hawick.

Assessors are Dr J. Chilton, the Society's resident Scottish secretary; Mr M. M. McNeill, secretary, Pharmaceutical General Council; and Mr Nurse, Scottish Home and Health Department. The professional secretary is Mr J. Clyde of the SHHD, with lay secretaries Mrs F. M. Cruickshanks, Edinburgh, and Mr A. Oliver, Edinburgh.

The Executive elected Mr R. S. Morrison as chairman 1976-77, and Dr M. Dawson vice-chairman. Mr Henderson, Dunfermline, is to be co-opted for a full three-year term to fill the vacancy created by the re-election of Mr Myers to the Council.

National unwanted medicines campaign

A preliminary meeting had been held between Dr Chilton, the staff pharmacist and Dr Player, director, Scottish Health Education Unit, concerning the possibility of a national campaign for the return of unwanted medicines. Dr Player expressed the willingness of the unit to co-operate in a national scheme, arranging publicity in the national Press and hopefully on television, while the Society through its branch system, and in co-operation with CAPOs, would arrange local schemes in co-ordination. Dr Player thought that 1977 was too early and the Executive agreed

that the spring of 1978 would allow more adequate time for the necessary detailed arrangements to be made and for the unit to budget the cost.

The Executive noted that a recent request for a formal collection and delivery service for Larbert had been rejected by the area Health Board in view of the small distance involved in travel to the nearest pharmacies at Stenhousemuir. It was reported that the local branch of Age Concern Scotland had instituted an informal scheme for pensioners who left their prescriptions at a local shop from where

the postman uplifted them and took them to a Stenhousemuir pharmacy. As the numbers were small, the postman waited for them to be dispensed and delivered the medicine to the pensioner on his next round. The two pharmacies took monthly turns. As the scheme was restricted to pensioners, no handling of money for prescription charges was involved. In February, 20 prescriptions were handled, in April, 39. It was agreed that this system, which helps those mostly in need and without charge to the board or to the pharmacists, is commendable.

Dr Chilton reported that secretaries of all Scottish Area Pharmaceutical Committees had been circulated to ask whether drug liaison committees had been set up in their areas and if so whether a practising pharmacist had been included as a member. A number of replies had been received indicating that in some areas, such as Greater Glasgow and Grampian, committees had been re-established with pharmaceutical representation. In other areas such as Lothian there had been opposition to such committees.

Guild Council concerned at non-replacement of APHo

The Cumbria Area Health Authority has decided that when its area pharmaceutical officer retires this year he will not be replaced during the current financial year, the Guild of Hospital Pharmacists Council was told at its 300th meeting last week.

Council expressed great concern at the report and it was agreed as a matter of urgency that the divisional officer, Mr J. Mercer, would write to the AHA expressing Council's concern, pointing out that pharmaceutical officers in other parts of the country were being replaced and asking why such a step was being taken. It was further agreed that district members would monitor the situation in their districts and that all Guild members be asked to report to Mr Mercer any posts not being replaced.

The president, Mr C. Hetherington, reported that following the meeting he and the professional secretary, Mr C. Hitchings, had held with the president of ASTMS, Mr L. Wells, and the general secretary, Mr C. Jenkins, the following would be put to ASTMS's national executive committee for agreement:

- ☐ The publication of the proceedings of scientific meetings to make available scientific papers to Guild members.

- ☐ A member of the national executive committee to attend Council meetings.

- ☐ Communication between Guild Council and the national executive committee be by receipt of Council minutes and the attendance of an executive member.

Discussion had also taken place on difficulties experienced by some Guild groups in obtaining funds from ASTMS branches. Following discussion in Council it was apparent that most of the past difficulties had now been resolved. It was agreed to leave the matter of the formation of closed Guild branches within ASTMS in abeyance following this improvement and to review the situation in six months' time.

Council agreed to the distribution to all Guild groups of a circular from Mr

Mercer recommending the payment of subscriptions to ASTMS by monthly deduction from salary as an alternative to an annual payment; the subscription will be £1.50 per month from January 1, 1977.

Mr W. Mott was elected as Guild Council's representative on the revised Health Service National Advisory Committee of ASTMS, Mr J. B. Fish as deputy.

Mr Mercer reported on the following:

- ☐ An increase in the number of appeals for regrading of posts.

- ☐ The Whitley Council management side secretary, having seen the extent of the ad-hoc systems for standby and on-call, has agreed to make a formal approach to regional pharmaceutical officers, asking them to give the Department of Health "proof of need" for such a service.

- ☐ The Draft Statement on the Review, part of the Guild's submission for its meeting with the Minister, has now been agreed by the special working party.

Two pharmacists on new standards board

The new National Biological Standards Board has taken over responsibility from the Medical Research Council for the management of the National Institute for Biological Standards and Control, under the terms of the Biological Standards Act 1975. The Institute is responsible for the control of biological substances used in medicine which pose special hazards and problems of standardisation.

The Board, appointed by the UK health ministers, is chaired by Viscount Sandon. Members include Sir Arnold Burgen, director, National Institute for Medical Research; Professor A. M. Cook, FPS, head of School of Pharmacy, University of Wales; Dr F. Hartley, FPS, vice-chancellor, London University, and chairman of the British Pharmacopoeia Commission; and Sir Eric Scowen, emeritus professor of medicine, St Bartholomew's Hospital.



Now there's something else you can stock for pregnant women besides Calcium, Iron and Vitamins, **PRENATOL-ANTI STRETCH MARK CREAM.**

Prenatol—a moisturiser containing protein that helps skin resist ugly stretch marks. Pregnant women will be told about it through sensitive but dominant advertising in the magazines most likely to reach them.

Prenatol was previously only available through selected outlets. But now A.H. Robins are making this big source of profit available to all chemists. Over half

a million women in Britain are expectant mothers—you can expect a lot of them to ask for Prenatol this year.

Prenatol retails at £1.15 and provides an excellent profit for you. Please complete the coupon below and we will organise supply and invoicing through the wholesaler of your choice.

Prenatol.

The only cream specially formulated to help prevent stretch marks.

To: A. H. Robins Company Limited, Horsham, Sussex.
Just tick the appropriate box and your order will be delivered and invoiced through your nominated wholesaler.

A·H·ROBINS

No. of Prenatol jars	Total cost ex. VAT	Tick here
6	£4.26	<input type="checkbox"/>
12	£8.52	<input type="checkbox"/>
24	£17.04	<input type="checkbox"/>

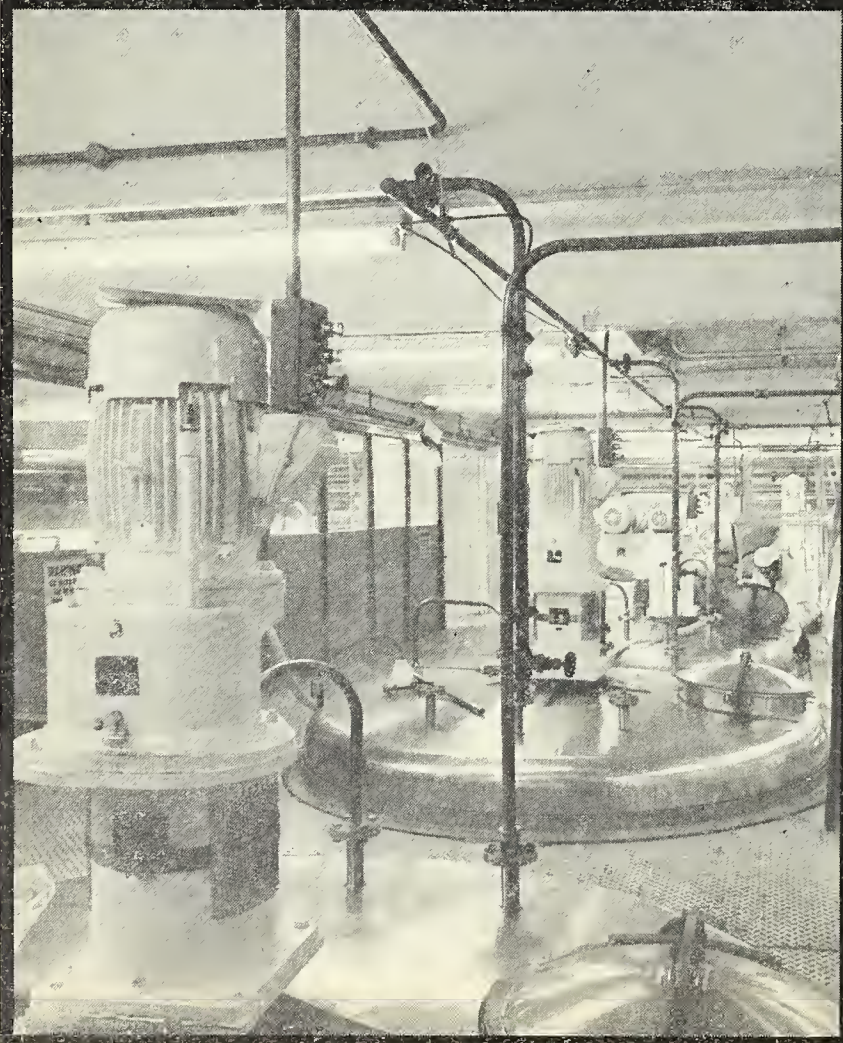
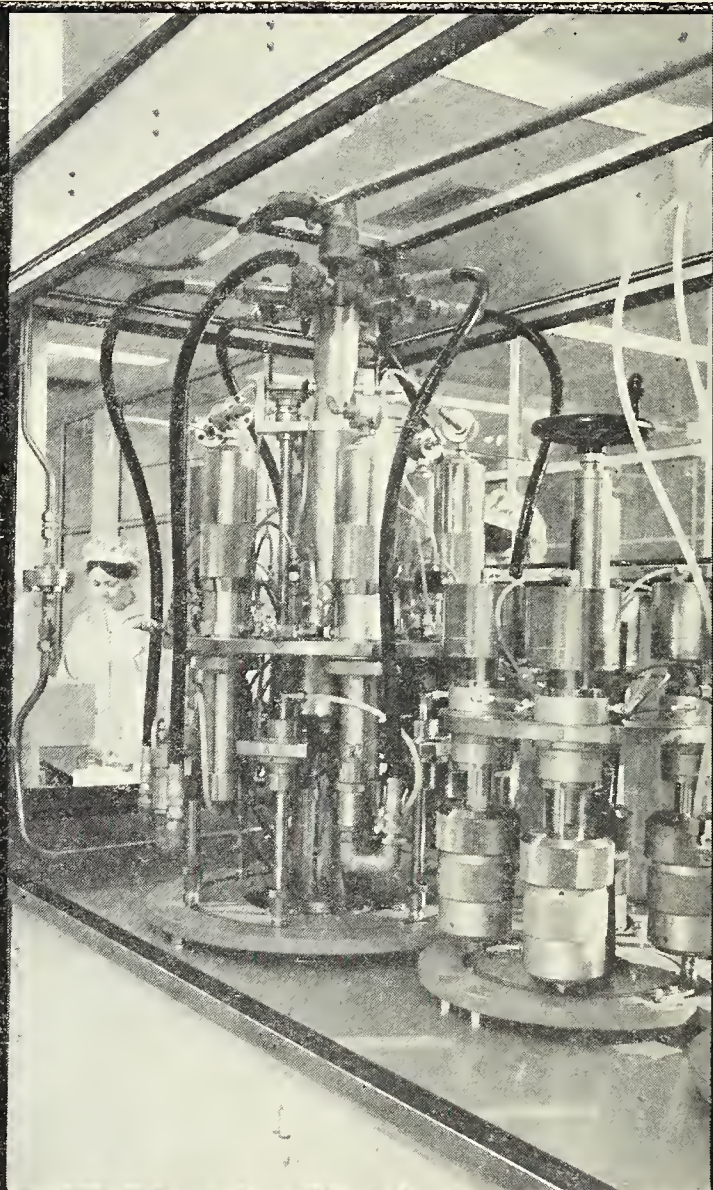
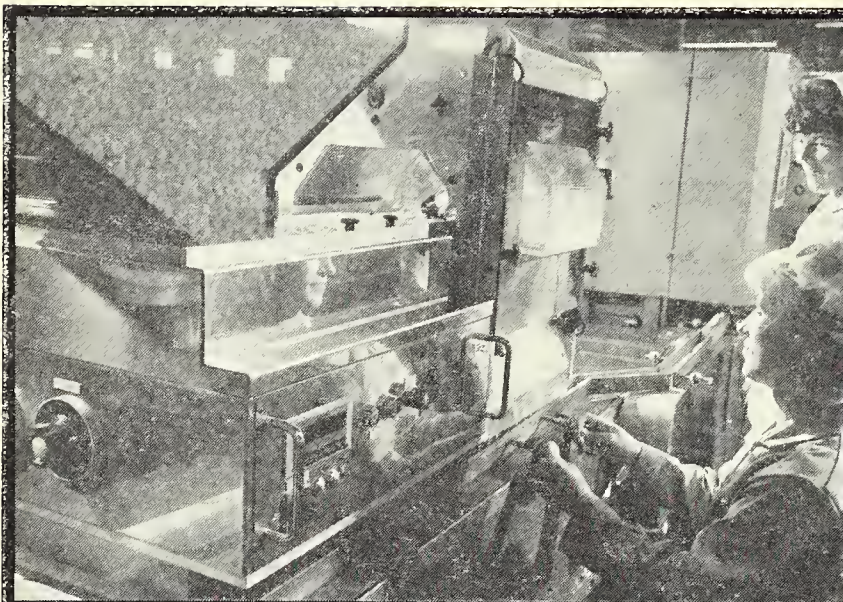
From:

Name BLOCK CAPITALS

Chemist

Address

Please invoice goods through my wholesaler



Evans

A trusted name in modern medicine

Evans are big, with a range of 1500 products, an output of 1500 million tablets a year and worldwide exports.

Evans are long established, with experience that goes back to the time of Waterloo.

Evans are modern, with the latest machinery and the strictest methods of quality control.

Whenever you or your customers need Standard Drugs, it's as well to put your trust in such safe and experienced hands.

Evans

Evans Medical Ltd., Speke,
Liverpool L24 9JD. Tel 051-486 1881

Company News

Nationalisation a threat to research, say Beecham

In his chairman's statement, to be presented at the annual meeting of Beecham Group Ltd on July 28, Mr G. J. Wilkins refers to the recent Labour Party report which recommended that the National Enterprise Board, or the government itself, should acquire "at least one" British-owned research-based pharmaceutical company. Mr Wilkins states that if the company's pharmaceutical business were ever to be threatened with nationalisation, "we should fight with every weapon at our disposal. We believe that if we had the great feather pillow of public ownership to fall back on we should be very much less inventive, efficient and enterprising, and the country would be the loser".

Mr Wilkins also points out that the Voluntary Price Regulation Scheme depresses profitability. In the case of the Beecham Group, although total UK sales have increased almost five times over the past ten years, UK margins have declined over the same period by nearly half.

On the subject of research, he says that governments all over the world appear to see no conflict between adding to the cost of research and development by the constant proliferation and duplication of regulations, and at the same time reducing the funds which are available to finance it by constant pressure for price reductions. In spite of these discouragements, however, the research division has maintained its progress in the past year. In particular, clinical pharmacological investigations have continued with a new anti-asthmatic compound, and potentially important work has been done on the isolation and identification of certain compounds which, in some cases, have antibacterial properties of their own, and in others extend the antibacterial activity of existing penicillins and some other antibiotics.

The UK patent on the first of the company's broad-spectrum antibiotics, ampicillin, expired in September 1975. Although some competition has appeared as a result, Penbritin has retained its pre-eminent position in the market. On the continent, however, sales of amoxycillin now exceed those of ampicillin, though the company has also succeeded in maintaining a sizeable ampicillin business. (For company results see *C&D*, May 29, p787.)

Innoxia plans expansion

The Innoxia group of companies are to close their present factory and headquarters in Islington, London, and relocate all manufacturing and production activities in Eastbourne at the end of this year.

When the group recently acquired the European marketing rights for Dorothy Gray they took over the factory and offices in Eastbourne, where the German



Part of a new factory for Scholl exercise sandals opened recently in Stamford Hill, London. When fully operational more than 85 per cent of the company's sandals for the UK market will be made in England instead of imported from Austria. With resulting currency advantages Scholl expects to maintain retail prices at below-inflation level next year and the UK factory will help to improve service levels. Scholl have retained a leading British footwear designer as consultant and for the first time styles will be geared exclusively to home market fashions

and Italian manufacturing operations were also transferred. Eastbourne is considered to be the ideal situation for further expansion of export business; over 65 per cent of the group's business is carried out abroad. The new factory, at 2 Marshall Road, Hampden Park, will have a development area of 90,000 sq ft. At 202 Terminus Road, the group already has administrative offices handling buying, accounts, sales, etc, and new head offices are planned in London for other activities.

'Achievement whatever the difficulty'-ABPI

In spite of the difficulties it may face, the pharmaceutical industry continues to be an industry of achievement, writes Mr S. M. Peretz, president, Association of the British Pharmaceutical Industry, in the Association's report for 1975-76, published on Monday.

The report draws attention to the new record level of exports announced earlier this year—the total of £373m for 1975 was an increase of 23.7 per cent over the 1974 figure and the record trade surplus of £276m represented one third of the entire trade surplus for the whole UK chemical industry.

About £70m was spent on research and development. The report says that investment in new plant and research facilities continued at an impressive rate, indicating that the average annual growth in output of nearly 10 per cent over a 10-year period, compared with 2 per cent for manufacturing industry as a whole, should be maintained provided Government policies en-

Michael Peretz is now Cyanamid chairman

Mr Michael Peretz has been appointed chairman of Cyanamid of Great Britain Limited from last week. He will, at the same time, be taking over new international responsibilities for Cyanamid's pharmaceutical interests in Europe. Mr Peretz has been managing director of Cyanamid of Great Britain since 1967 and is currently president of the Association of the British Pharmaceutical Industry.

The position of managing director will be filled by Dr John H. Taylor who has been deputy managing director since 1974.

Briefly

ICI's plant protection division has set up International Crop Protection Consultants Ltd (ICPC) as an independent consultancy to aid developing countries.

Revlon International Corporation and Barnes-Hind Pharmaceuticals Ltd have announced in the USA an agreement in principle whereby Revlon will acquire all the shares of Barnes-Hind Pharmaceuticals Inc. Syntex's agreement to buy the latter has been terminated by mutual consent. The UK trading position of Barnes-Hind is not affected at present.

Weston Photographic Laboratories, 12 Dryburgh Road, Wishaw, have been renamed Scotsfilm to emphasise that the company serves the whole of Scotland. The original company was founded five years ago by managing director Mr Bob Loxley and since then it has built up from a turnover of £8,000 to over £0.25m and employs 40 people.

A. J. Seward, part of the Medical Division of UAC International, are now operating under three new names reflecting the nature of the organisation's activities: Seward Pharmaceutical, operating from Imberhome Lane, East Grinstead, Sussex; Seward Surgical, UAC House, Blackfriars Road, London SE1; and Seward Laboratory, 3 Cavendish Road, Bury St Edmunds, Suffolk.

courage the climate for investment rather than the reverse.

Asking "need an industry be unprofitable before it deserves support?" the report points out that the industry's profitability has fallen sharply, eg return on capital on sales to the NHS has dropped from 27.2 per cent in 1967, to 14.7 per cent in 1974. The support the industry needs now is recognition that its profitability provides the right incentive to sustain its current productivity, investment and export.

The report outlines the ABPI's views, submitted in December 1975 to the Ministry of Agriculture, Fisheries and Food, on the sale of animal medicines to farmers. It had been pointed out that restricting the sale of certain products through pharmacies would adversely affect the maintenance of good animal health by the farmer and that most products sold through agricultural merchants were pre-packed and "distributed" rather than "dispensed".

Westminster report

NHS management costs standstill sought

Health authorities are being asked to produce a standstill in management costs for this financial year and prepare plans for restraint in subsequent years in guidelines issued by the Department of Health, who were requesting a total examination of expenditure.

That was stated in a written Commons answer last week by Mr David Ennals, Secretary of State for Social Services, who added: "Any economies that can be made will be based not on arbitrary reductions but on the careful appraisal by the NHS of management costs and full consultation with staff concerned." Earlier in the week Mr Ennals had stated that his present aim is to streamline the NHS management within the present legislation.

Government keeps hair dyes under review

Although US and UK studies have shown mutagenic effects in some hair dyes, long term carcinogenicity tests have so far produced no evidence that the dyes produce cancer.

That was stated in a written Commons reply last week by Mr John Fraser, Minister of State for Consumer Affairs, who added that further studies were being carried out and he was keeping the matter under review; "In the meantime, I do not consider there is any need to refer this matter to the Medicines Commission".

Mr Fraser later told Mrs Joyce Butler that the EEC Directive on safety of cosmetic products—adopted on June 29—would be implemented in Britain as soon as possible. "To accord with the Directive, our regulations will require certain substances present in hair dyes to be named on the label together with a warning about any possible allergic reaction."

Studies into vaccine damage in progress

Answering questions about adverse reactions to vaccinations, Dr David Owen, Minister of State for Health, stated that his Department was supporting a national hospital-based study under the direction of Professor D. C. Miller, Department of Community Medicine, Middlesex Hospital Medical School. Another study was into neurological illnesses, which might have been complications of vaccination, being made through the Office of Population, Censuses and Surveys with the co-operation of the Royal College of General Practitioners; and in addition vaccine damage was being studied in the North West Thames region.

Recent evidence suggested that up to 95 per cent of children immunised by current vaccines were protected against whooping

cough while a recent survey conducted by the Public Health Laboratory Service showed that attack rates are from two to four times higher in unvaccinated children. "I am advised that ending the whooping cough vaccination could be expected to increase greatly the incidence of the disease," Dr Owen added.

□ The number of children who suffered from congenital deformity as a result of their mothers having taken thalidomide during pregnancy is likely to have been in the order of 400, Mr Alfred Morris, Minister for the Disabled, stated in reply to Mr Sidney Bidwell.

Publishers defend drug advertising in journals

Medical publishers are renewing their attempts to persuade Dr David Owen, Minister for Health, not to discriminate against non-subscription journals when new limits for pharmaceutical advertising are introduced. Dr David Ennals, Secretary for Social Services, recently stated in a Commons written answer that the restrictions would not apply to advertising in journals which derived a significant part of their income from subscriptions.

The Periodical Publishers Association is hoping to meet Dr Owen soon to defend those medical journals distributed on a "requested readership" basis. Mr David Burnett, director-general, told *C&D* the Association felt that to discriminate against this important sector could be setting a dangerous precedent and that it was difficult to separate such publications into categories according to their educational value or otherwise.

Controls on breeding animals for vivisection?

Mr F. A. Burden was to introduce the "Breeding of Animals for Vivisection (Prohibition of Export and Other Controls) Bill" on Thursday. It would prohibit export of animals for purposes of vivisection; it would also provide for the licensing of premises where animals are bred for vivisection, for the regulation and inspection of such premises, and would apply the Breeding of Dogs Act 1973 to the premises in respect of breeding and exercise of dogs and other matters and "for purposes connected therewith".

□ The Congenital Disabilities (Civil Liability) Bill has now passed all its stages in the Lords.

Coming events

Tuesday, July 13

Galen Group, Croydon, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Mr Marcus Arman on "Josiah Wedgwood, master potter".

Wednesday, July 14

West Dorset Branch, National Pharmaceutical Union, Kings Arms Hotel, High East Street, Dorchester, at 7.45 pm. Discussion of NPU matters.

Thursday, July 15

Nottingham Branch, Pharmaceutical Society, Pearson House, Standard Hill, at 7.30 pm. Walk-about treasure hunt.

Market News

Strong trend in spices

London, July 7: Quotations for most spices were firm during the week following increased demand by speculators. It appeared that dealers were returning to the opinion that it is better to hold stock than money in the prevailing supply position. Whether or not this changed attitude will be temporary remains to be seen. Meanwhile sharply higher in price were cinnamon quills, pepper, most aromatic seeds and turmeric. Among gingers, the Cochin variety reached an all-time-high and even went above the spot value quoted for Jamaican.

Botanicals generally followed the pattern of spices with most movements in an upward direction. Dearer were those items of United States origin.

Lower among essential oils were lemongrass and Chinese peppermint. Spearmint from China was marked up on the spot after shippers withdrew offers.

Pharmaceutical chemicals

Hydroquinone: One-ton lots £2.15 per kg; 500-kg £2.23 kg.

Sulphaquinoxaline: BVetC in 50-kg lots £8.05 kg; sodium salt £9.10 kg.

Crude drugs

Aloes: Cape £1.80 kg spot; £1.60, cif. **Curacao** nominal.

Balsams: (kg) **Canada** £13.00; £12.60, cif for shipment. **Copaiba:** BPC £1.50 spot; £1.55, cif. **Peru** £6.75 spot; £6.65, cif. **Tolu** £3.40 spot; £3.30, cif.

Cherry bark: Spot £700 metric ton; £690, cif. **Chillies:** Chinese Haimen £750 metric ton spot Hamburg.

Cinnamon: (cif) Seychelles bark £350 ton. Ceylon quills 4 O's £0.63 lb.

Gentian: Root £1.38 kg spot; £1.35, cif.

Ginger: (ton, cif) Cochin £1,100; Jamaican (spot) £1,025. Nigerian split £535, peeled £645. Sierra Leone £650 nominal.

Henbane: Niger £850 metric ton spot; £840, cif.

Hydrastis: (kg) £9.10 spot; £8.90, cif.

Ipecacuanha: (kg) Costa Rica spot £4.15; £4.10, cif.

Lemon peel: Unextracted £1,450 metric ton spot; £1,400, cif.

Liquorice root: Chinese £190 metric ton, cif. Russian £280 spot; Block juice £1,130. Spray-dried £1,050.

Nutmeg: (per ton, fob) West Indian 80's £1,450, unassorted £1,200; defectives £1,150—all nominal.

Pepper: (ton) Sarawak black £1,025 spot; £950, cif. White £1,245; shipment £1,140.

Podophyllum: Root £720 metric ton, cif.

Sarsaparilla: £1,500 metric ton spot nominal; shipment £1,450, cif.

Seeds: (metric ton), cif **Anise:** China star forward

£585. **Caraway:** Dutch £425. **Celery:** Indian

£420. **Coriander:** Moroccan £275. **Cumin:** Egyptian

£460; Turkish £490; Iranian £580 nominal. **Dill:**

Indian £225. **Fennel:** Indian £425; Egyptian

£230. **Fenugreek** £124.

Styrax: Spot and shipment nominal.

Turmeric: Madras finger £330 ton, cif.

Witchhazel leaves: Spot £3.00 kg; £2.95, cif.

Essential and expressed oils

Almond: Sweet in drum-lots £1.20 kg.

Anise: (kg) £17.00 spot; £16.00, cif.

Bois de rose: (kg) £4.50 spot.

Cedarwood: Chinese £1.10 kg spot and cif.

Citronella: Ceylon £1.25 kg spot; £1.22, cif.

Chinese £1.55 spot and cif.

Lemongrass: Spot £4.50 kg; £3.55, cif.

Peppermint: (kg) Arvensis—Brazilian £4.00, spot;

shipment £3.85, cif. Chinese £4.15 spot and cif.

Piperata, American Far West about £19.00, cif.

Sassafras: Chinese unavailable; Brazilian (kg)

£2.00 spot; £1.80, cif.

Spearmint: American Far West spot £9.30 kg

Chinese spot £9.50; shipment not quoted. £8.00

kg, cif.

The prices given are those obtained by importers

or manufacturers for bulk quantities and do not

include value added tax. They represent the last

quoted or accepted prices as we go to press.

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.
Telephone 01-353 3212.

Publication date Every Saturday.

Headings All advertisements appear under appropriate headings.

Screen 100.

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 42mm.

Whole page £350 (254mm × 178mm).

Half page £200 (125mm × 178mm).

Quarter page £110 (125mm × 86mm).

Lineage £1.00 per line, minimum 5 lines @ £5.00.

Box numbers £0.50 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

Copy date 4 pm Tuesday prior to publication date. Advertisements should be prepaid.

Circulation ABC January/December 1975: 14,722

Wanted

URGENTLY REQUIRED, all items connected with old-fashioned Pharmacies—runs of drug drawers, shop rounds, jars, etc. Complete interiors of pharmacies bought. Telephone Ashted (Surrey) 72319 or Ashted 76626, or write Robin Wheeler, 7 Gladstone Road, Ashted, Surrey.

WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods, packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co. Ltd., 6/7 Wellington Close, Ledbury Road, London W11. Tel: Park 3137-8.

A. & H. OTTER LTD.

(established 1920)

Largest cash stock buyers in the trade for manufacturers' clearing lines, and retailers' stocks.

8 Northburgh Street, London EC1V 0BA. Tel: 01-253 1184/5. Telegrams: "Salvail", London, E.C.1.

Please mention C & D when replying to advertisements

SEX DISCRIMINATION ACT

No job advertisement which indicates or can reasonably be understood as indicating an intention to discriminate on grounds of sex (e.g. by inviting applications only from males or only from females) may be accepted unless:

1. the job is for the purpose of a private household, or
2. it is in a business employing fewer than six persons, or
3. it is otherwise excepted from the requirements of the Sex Discrimination Act.

A statement must be made at the time the advertisement is placed saying which of the exceptions in the Act is considered to apply.

Fine chemicals and intermediate products

ALPHA-NAPHTHYLACETIC ACID & SALTS
CREATINE
CREATININE HYDROCHLORIDE & SULPHATE
DIPHENYL ACETO NITRIL
DL-PANTHENOL
DIPHENYLPYRALINE HYDROCHLORIDE
DL-ASPARAGINIC ACID SALTS (mono-potassium and magnesium salt)
ISOPRENALIN HYDROCHLORIDE & SULPHATE
MALEIC ACID HYDRAZIDE
MESULPHEN
METHAQUALONE
PARA-AMINOPHENYLACETIC ACID
PHENOXY ACETIC ACID 99.7%
SUCCINIC ACID ANHYDRIDE
UREA USP XVIII
NORADRENALINE COMPOUNDS
1-Norepinephrine Base, Bitartrate, Hydrochloride
NICOTINIC ACID COMPOUNDS
Nicotinic Acid N-Butyl Ester
Nicotinic Acid N-Hexyl Ester
Nicotinic Acid Sodium Salt (sodium nicotinate)
Nicotinic Acid Magnesium Salt (Magnesium nicotinate)
CHEMICAL INTERMEDIATES
CHLORACETIC ACID DIETHYLAMIDE
3,6-DICHLOROPYRIDAZINE (Technical)
2,4,6-TRI-IODO-3-AMINOBENZOIC ACID
3,4,5-TRIMETHOXYBENZOIC ACID
NITROUS OXIDE

Pharmaceuticals

Manufactured by

Chemie Linz AG—AUSTRIA

U.K. Agents

R. D. Harbottle (Mercantile) Ltd

Seabright House, 72/76 River Road, Barking, Essex, UK

Tel.: 01-594 4079/9617 Telex: 897934



the key to
solve your problems
shopping

Olney bros offer you a full and comprehensive service covering all aspects for your trade.

details from; olney bros ltd.
jado house.
northbridge road,
berkhamsted, herts.HP4 1EG.
☎ 5417-9

name & address

Classified Advertisements

Situations vacant

Development Pharmacist

Research & Development

Armour Pharmaceutical Company Limited, the United Kingdom subsidiary of the International Greyhound Corporation, manufactures a wide range of pharmaceutical products at Eastbourne, Sussex.

Due to the expansion of our Research & Development Laboratory, a vacancy has arisen for a DEVELOPMENT PHARMACIST. Candidates, male or female, should be registered pharmacists, with a minimum of one/two years experience, and will be involved with the formulation of new products, the development and evaluation of existing products, production scale evaluations and pilot trials.

An excellent salary will be offered for this appointment.

The Company operates a contributory Pension Scheme and free Life Assurance.

Assistance with removal expenses is available where necessary.

Please apply in writing to: Mr. H. J. M. Mackenzie, Personnel Manager, Armour Pharmaceutical Company Limited, Hampden Park, Eastbourne BN22 9AG.



Armour Pharmaceutical Company

**Our address
for Box No.
replies is**

**Chemist & Druggist
25 New Street Square
London, EC4A 3JA**

Tel: 01-353 3212

ORDER NOW

CHEMIST & DRUGGIST DIRECTORY 1976

Over three hundred and fifty pages of vital information for all engaged in the pharmaceutical, cosmetic and allied industries.

Lists over 1,800 manufacturers
Some 9,000 products and brand names

Tablet & Capsule Identification Guide
National Health Service
Medicines Acts
Value Added Tax
Retail and Wholesale Outlets

These are just some of the sections included in the 1976 edition. Send for your copy today:

**Chemist & Druggist,
25 New Street Square,
London EC4A 3JA. 01-353 3212.**

Price £12 inc. postage and handling. C&D subscribers only £8 inc. postage and handling.

Shopfitting

ALPLAN LTD.

"The Shopfitting People Who Care"
Complete total Pharmacy Shopfitting Service, with National Coverage. Attractive Finance arrangements available. For free planning and advisory service contact: **ALPLAN SHOPFITTING LTD.**, Alplan House, Cavalier Road, Heathfield, Newton Abbot, Devon TQ12 6TG. Tele: Bovey Tracey (0626) 832059—(3 lines).

SELF SELECTION will increase your toiletries sales sufficiently to pay for a complete shop modernisation. As primary manufacturers of wall fittings and counters we offer very early delivery and installation in just one day, or overnight, new shops or old shops or part shops. Immediate quotations without obligation for shopfronts and interiors. **Thirsk Shopfitting**, 741-743 Garratt Lane, London SW17 0PD. Telephone 01-946 2291 (four lines).

CASH REGISTERS rebuilt as new fully guaranteed from £75. Itemisers £185. Call and see our range. Open Monday to Friday. **THIRSK SHOPFITTINGS**, 743 Garratt Lane, SW17 0PD. Tel: 01-946 2291.

DISPENSARIES FIXTURES AND FITTINGS. Complete service by specialists. Phone Allan Campbell, A.C. Shopfitters, 34B Jeffery Street, Gillingham, Kent. Medway (0634) 55508.

INTERPLAN SYSTEM 80 modular shopfittings, attractive units at attractive prices, complete installations. NPU recommended. Brochure from **OLNEY BROS. LTD, SHOP-FITTERS**, NORTHBRIDGE ROAD, BERKHAMSTED, HERTS. Tel: 5417-9.

Miscellaneous

FASHION JEWELLERY Jodez (Manchester) Ltd

34 Shudehill, Manchester M4 1EY
Tel: 061-832 6564

Largest and most exclusive range of direct and imported Continental Jewellery, Necklets, Pendants, Dress Rings, Earrings, Brooches, Bracelets, Hair Ornaments.
Suppliers to Chemists over 20 years.

Sample parcels available.

Agents

Australian firm wishes to act as Agent/Export for UK firm—chemist sundries.

Blue glass squat shaped eye baths wanted urgently.

Write:

**AUSSIE IMPORT SERVICE
7 Valley Road
Highbury, South Australia**

Don't disappoint the women in your life...



Your customers have been reading in all the top magazines about a super creamy deep-cleansing treatment which leaves skin looking young, healthy and beautiful. Cidal - a gently medicated soap with a light fragrance that goes to work against harmful germs and bacteria that cause skin problems.

Good buy for the customer -good returns for you!

No gimmicks or tricks. Cidal simply means safe, effective skin care and genuine, solid value. The kind that keeps your customers coming back for more!

So give the ladies what they want... Cidal - in all the leading women's magazines now!

Throughout the year larger spaces than ever in women's magazines, together with a series of special promotions, will be keeping the demand constant. Make sure your stocks are big enough to meet it!

Parents **LOOK NOW**
woman's *My Weekly*
True own **woman's**
Romances **STORY**
mother **Jackie**
COSMOPOLITAN

Cidal-skin care soap for young healthy skins

CIDAL PRODUCTS, P.O. Box 4, Liverpool L36 6AE.

Ethyl Alcohol

(S.V.R.)

Fermentation and synthetic qualities both available to British and all well known International Specifications and Pharmacopœias. Also meets requirements of specifications being drawn up for Food Grade Ethanol by E.E.C.

James Burrough Limited

Fine Alcohols Division 60 Montford Place London SE11
Tel: 01-735 8131

NEWBALL & MASON LTD.

Established in 1850

**SPICES AND CULINARY HERBS IN EVERY VARIETY
FLAVOURING ESSENCES AND FOOD COLOURS**

The Famous

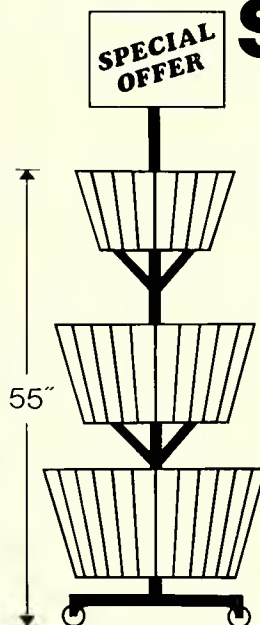
*EXTRACT OF HERBS, LEMONINE, GINGER,
SARSAPARILLA, DANDELION & BURDOCK*

For Herb Beers

Attractively packed with pharmacy in mind, and also available in bulk

*Detailed price list and bonus terms from
Dormston Trading Estate, Burton Road, Dudley,
West Midlands, DY1 2BR. Tel. No. Sedgley 2537*

DUMP DISPLAYS SELL MORE



SHOW MORE

3 dump baskets white plastic coated. For big displays that sell.

SELL MORE

"Super Merchandiser" supplied complete with chrome card holder + 4 wheels for easy moving.

"Super Merchandiser"

ONLY £28.50

+ £1.50 CARRIAGE + V.A.T.

OR 2 FOR £50.00

+ £3.00 CARRIAGE + V.A.T.

Mail or telephone order only. No rep will call. Please allow 2 weeks for delivery.

Height to top basket 55"

Maximum diameter 24"

To: Tom Drake Associates Ltd., 7 High St, Ewell, Surrey. Tel: 01 394 1211

Please send me 1 "Super Merchandiser" @ £28.50

2 "Super Merchandiser" for £50.00

+ Carriage £1.50 each + V.A.T

Name

Address

Tel. No.

CD 7



It's majic!

From August 30th, we're showing 20 million women how to make themselves more beautiful by putting this on their hair.

Majic is a great new innovation in hair care. Mixed with water, a Majic capsule becomes a unique setting lotion, which will hold any hair style really firmly but leave the hair feeling naturally soft, naturally beautiful. No other hair set combines these sensational qualities.

We're launching Majic on all TV stations with one of the biggest advertising campaigns ever mounted for a hair set.



majic
from **Eugene**

- the sensational, long lasting hair set in a capsule.

R.C.P. for a pack of five capsules 54p.